

The purpose of this document is to illustrate the instructional strategies I plan to use in teaching WinShape staff how to use iMovie to create a newscast for the WSCG Newsroom skill. The instructional material will be a printed document; therefore the following serves as a skeleton for the final document.

| 1. Given a Mac computer (CN), locate and launch iMovie (B) | |
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| Gagne's Nine Objectives | |
| Gain attention of the learner | Have an image of the iMovie icon |
| Inform learner of the objective | State the objective clearly and boldly |
| Stimulate recall of prior knowledge | Require the user to use entry-level skills such as use of a computer/trackpad |
| Present content | List steps to achieve objective |
| Provide guidance | Have screen-shots with accurate descriptions |
| Elicit performance | Remind them how important it is that iMovie is launched in order for the rest of the objectives to be accomplished. |
| Provide corrective/supportive feedback | Encourage learner to problem-solve if they cannot perform the task as well as originally expected. Provide alternative methods. |
| Assess the performance | Have a checklist at the end that asks if certain subordinate objectives have been met. |
| Enhance retention and transfer | Suggest the user go through the process a second time without looking at the instructional material. |
| ARCS model | |
| The instructional material will be visually appealing, straightforward, easily followed, and easily assessed. The learner can assess herself and meet her own standards. The learners will want to succeed because success is crucial for their job. | |

| 2. Given iMovie (CN), open a new project (B) | |
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| Gagne's Nine Objectives | |
| Gain attention of the learner | Have a large image of an open project |
| Inform learner of the objective | State the image clearly and boldly |
| Stimulate recall of prior knowledge | Remind them that they must have opened iMovie in order to achieve this |

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| | step. |
| Present content | List steps to achieve objective |
| Provide guidance | Screenshots and detailed descriptions of steps |
| Elicit performance | Remind them how important it is that a new project be named and configured correctly to make the following tasks easier to perform |
| Provide corrective/supportive feedback | Provide the learner with ways to find the file/project again if the project accidentally closes. State that iMovie saves projects automatically— nothing will be lost. |
| Assess the performance | Provide a checklist of subordinate objectives needed to achieve the ultimate objective. |
| Enhance retention and transfer | Suggest the user perform the task again without looking at the instructional material. |
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| ARCS model | The instructional material will be visually appealing, straightforward, easily followed, and easily assessed. The learner can assess herself and meet her own standards. The learners will want to succeed because success is crucial for their job. |

3. Given videos taken with the Kodak digital video camera (CN), add these videos to the project (B)

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| Gagne's Nine Objectives | |
| Gain attention of the learner | Provide an image of SD card's icon on a Mac desktop. |
| Inform learner of the objective | Clearly and boldly state the objective. |
| Stimulate recall of prior knowledge | Require learner to perform certain entry-level skills such as locating and using the SD card. |
| Present content | List steps needed to accomplish the main objective. |
| Provide guidance | Provide a picture/diagram of the computer itself to show where the SD card can be inserted into the computer. |
| Elicit performance | Stress how important it is that the videos |

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| | be downloaded onto the computer. One cannot have a Newscast without video footage. |
| Provide corrective/supportive feedback | Provide alternative methods for downloading video (ex: the cord). |
| Assess the performance | Provide a checklist of things to check for to make sure the objective was completely achieved. |
| Enhance retention and transfer | Encourage learner to perform the task again but without looking at the learning material. |
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| ARCS model | The instructional material will be visually appealing, straightforward, easily followed, and easily assessed. The learner can assess herself and meet her own standards. The learners will want to succeed because success is crucial for their job. |

4. Given that the video has been added to the project (CN), create the actual newscast (B)

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| Gagne's Nine Objectives | |
| Gain attention of the learner | Provide an image of a completed newscast. |
| Inform learner of the objective | Boldly and clearly state the objective. |
| Stimulate recall of prior knowledge | Require the user to locate video that was previously downloaded onto the computer. |
| Present content | List the steps needed to achieve the main objective. |
| Provide guidance | Provide images that clearly illustrate the steps to be taken. |
| Elicit performance | Remind the user that expedience is key. In order to create the Newscast, they are being taken away from their actual job and must return to it as soon as possible. |
| Provide corrective/supportive feedback | At the end of each task, ask the user to assess if they have performed the task correctly. |
| Assess the performance | Provide a checklist of things required to make the Newscast successful. |
| Enhance retention and transfer | Encourage the user to perform tasks on |

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| | her own without referencing the instructional material. |
| ARCS model | The instructional material will be visually appealing, straightforward, easily followed, and easily assessed. The learner can assess herself and meet her own standards. The learners will want to succeed because success is crucial for their job. |

5. Given the project has been finished (CN), publish the project (B)

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| Gagne's Nine Objectives | |
| Gain attention of the learner | Provide an image of a DVD. |
| Inform learner of the objective | Boldly and clearly state the objective. |
| Stimulate recall of prior knowledge | Require the learner to perform tasks such as locate drop-down menus that they had to locate for previous instruction. |
| Present content | List the steps required to achieve the ultimate objective. |
| Provide guidance | Provide screenshots and images that give details for each step. |
| Elicit performance | Remind the user that the whole point of the Newscast is that it be published... and if it is not successfully published, then all the previous work is pointless. |
| Provide corrective/supportive feedback | Provide alternatives to saving the video onto a DVD. |
| Assess the performance | Provide a checklist of things the learner must have. A list of deliverables. |
| Enhance retention and transfer | Encourage the learner to perform the task on her own without referencing the instructional material. |
| ARCS model | The instructional material will be visually appealing, straightforward, easily followed, and easily assessed. The learner can assess herself and meet her own standards. The learners will want to succeed because success is crucial for their job. |