**Proposal for e-Learning Assessment Prototype**

*Introduction*

We welcome the opportunity to work with McGruff Valley Publishing to design and develop interactive learning/assessment modules to accompany the existing textbook. In our approach to this project, we envision web-based content that is flexible and adaptable for college learners in the Musical Acoustics program.

We are well-versed in the design and development of interactive musical courseware, and anticipate that the learning/assessment modules for this contract will be applicable to a variety of potential learners in various levels of musical acoustics. The proposal outlined below suggests a process for assuring quality modules that meet the needs of target learners and the requirements set forth in the bid profile, as well as roles for the module testers and subject matter experts in working with the design and development team that we have assembled.

*Process*

We will adapt a systematic Kirkpatrick’s Four-Level Training Evaluation Model which includes: Reaction, Learning, Behavior, and Results as well as additional activities necessary to adhere to McGruff Valley Publishing principles for design and development of interactive learning/assessment modules. The project plan set forth in the Request for Proposals is strong, and features a rapid prototyping model that is appropriate for the stated goals. Our team has sufficient skills and experiences to accomplish the tasks specified in the work statement, and will meet from the outset of the project to assure that all areas of expertise can be involved in decision making, and so that constraints inherent in interactive learning/assessment can be anticipated, and its opportunities exploited.

*What We Know So Far*

The module produced under this contract will be developed following the design produced under a previous contract (X123A-1234-5678-X99999). The WWIS team will develop a design and production plan to convert content presented in the current textbook into interactive Web-based training modules. Content from one (1) textbook and ten (10) interactive screens per module will be included in the project.

*Our Approach*

The content for the interactive learning/assessment modules will be derived from the current textbook for the Acoustics for Musicians program. WWIS team members will create Instructional Design and Graphic Production files to be input for online presentation through all common web browsers. Web pages will be created to present the visual materials, and to provide interactive learning/assessment modules that will provide audio play of the selected musical instruments.

For each of the interactive screens, content will be analyzed to determine interaction and instructional opportunities, based on an analysis of the acoustical instruments in conjunction with the assigned lesson. It is anticipated that interactive “demos” of these sessions will be produced using authoring facilities that allow the production of musical, interactive animations of software screens (or other materials as included in the sessions). Users will interact with the modules at appropriate points that will be designed to check for their understanding of the content, practice a skill, or assess overall knowledge of the content of the interactive learning/assessment modules.

The project plan will conform to the Tasks and Deliverables specified in the bid profile. Specifically, a design and production plan will be defined (Task 2), followed by design, testing, and approval of prototypes for each interactive session (Task 6). Once prototype modules are approved, full production of all modules will proceed with testing and approvals occurring on a regular basis (Task 7)

We do not anticipate any computer technology constraints with this e-Learning Assessment Prototype.

*Work Plan and Budget*

|  |  |  |
| --- | --- | --- |
| **1. Develop Project Schedule** |  | $ 3,000 |
| **2. Develop One Interactive Course** |  | $ 6,950 |
| **3. Develop 150 Interactive Screens** |  | $ 255,900 |
| **4. Develop 15 Modules** |  | $ 99,375 |
|  |  |  |
| **Summary** |  | Cost |
| Work Tasks | Subtotal - Design/Development | $ 335,225 |
| Project Management | Subtotal - Project Management | $ 30,000 |
|  |  |  |
|  | Total Bid | $ 365,225 |

# Logic Map

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Inputs** |  | **Outputs** | |  | Outcomes -- Impact | | | |
|  | *Activities* | *Participation* |  | Short | Medium | Long | |
| Blackboard compatible  Technology  Time  Research |  | * Project Management * Interactive Design * Graphics Design & Production * Audio * Video * Web Programming and site authoring * Quality Assurance * Kirkpatrick Evaluation Model | * Acoustics for Musicians students |  | * Students increase knowledge by using web-based training * Students increase skills through online training modules * Students increase motivation to learn acoustics as online trainings can be done in conjunction with the textbook | * Increased numbers of students becoming proficient using online interactive trainings * Less time needed with professor for questions | | * Students receive enhanced learning with interactive learning/assessment modules |