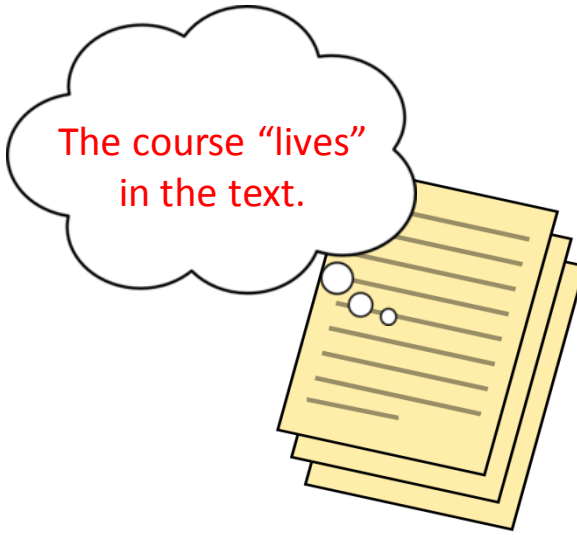


# Comparing ADDIE with a Non-Text Design Model

## # 1: ADDIE:

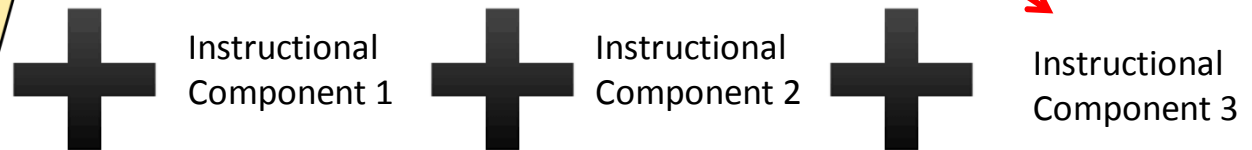
These are steps used for the **D**esign phase in ADDIE:

- \* Documentation of the project's instructional, visual and technical design strategy
- \* Apply instructional strategies according to the intended behavioral outcomes by domain (cognitive, affective, psychomotor).
- \* Create storyboards
- \* Design the user interface and user experience
- \* Prototype creation
- \* Apply visual design (graphic design) **(last on the list)**



The course “lives”  
in the text.

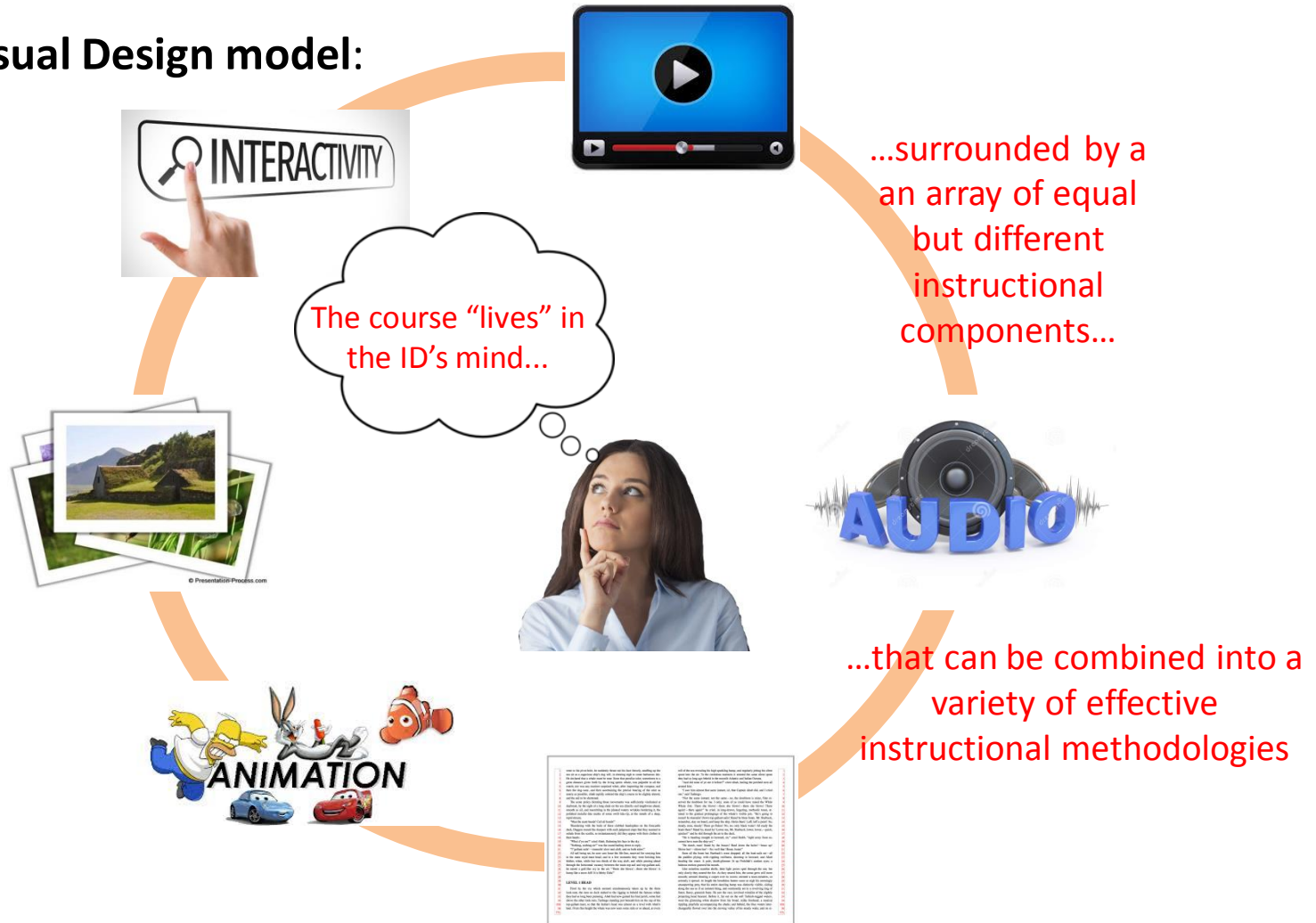
Adding content to text in a linear manner.



With ADDIE, text takes primacy over all other course elements, both instructionally and as a practical matter (other elements are redundant, costly, etc)

# Comparing ADDIE with a Non-Text Design Model

## #2: Visual Design model:



Here, no one instructional element takes primacy over the others, therefore allowing for the utilization of each one’s inherent instructional value. Combinations can be customized to the content.

# Comparing ADDIE with a Non-Text Design Model

Using such a Visual Design approach, various considerations can be applied to the use of each non-text element to facilitate course development:

1. The re-use of each image for the instruction of multiple topics.
2. The use of the Visual Overview creation process to generate image request lists for the ID/DEV image library and the subsequent coordination of these image requests.
3. The re-purposing of the Visual Overview image elements for quickly assembled animations.
4. The implication of this approach on graphics formatting (vector scalability, color palette, etc.)

In general, the advantages of this course development approach include:

- Reduced course development times
- More quickly reviewed content
- Accelerated customer learning, particularly with “dense” topics
- Accelerated developer understanding of the content
- Lower localization costs
- Lower text editing costs