

# Concussion Protocol Training Case Study

## Project Overview

Baseline Recreation, a fictional youth sports facility, needed a way to train new court and field supervisors to communicate clearly with families about concussion protocols. With many staff members lacking medical training, the goal was to ensure they could deliver critical information to parents while staying within their role.

I created this course as part of a design challenge through The eLearning Designer's Academy-developing a fully built, scenario-based training that reflects real-world corporate needs and compliance standards.

## The Challenge

Supervisors needed to communicate effectively with parents after an athlete was evaluated for a concussion-but without overstepping their role or confusing policy. With rising sports-related head injuries among youth, and liability concerns for organizations, Baseline needed a course that was clear, practical, and medically responsible.

## My Process

Analyze:

- Researched CDC guidelines on concussion recovery
- Identified the supervisor's role in the Recognize, Respond, Refer, Reinforce model
- Defined learning goals around communication, clarity, and compliance

Design:

- Wrote a full written and visual storyboard with realistic learner scenarios
- Introduced Carlos, a relatable character who navigates parent conversations after a 12U soccer injury
- Scripted branching scenarios with empathetic vs. ineffective responses and embedded learner feedback

Develop:

- Built the course in Articulate Storyline using timeline-based drag-and-drop, interactive scenarios, and decision-making activities

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- Narration was created using AI voiceover to maintain a consistent, professional tone
- Visuals were designed in PowerPoint and Canva, incorporating branded elements provided in the challenge

## Implement & Evaluate:

Peer feedback and instructor review confirmed that the course met the challenge's goals: it was clear, engaging, and practical, with real-world application for corporate training environments.

## Key Deliverables

- \* Full written & visual storyboard
- \* Style guide based on provided brand guidelines
- \* Final eLearning module (Articulate Storyline)
- \* CDC-aligned content on concussion response and return-to-play protocol

\*Assets available upon request or as embedded samples.\*

## Style Guide

To reflect a real-world client collaboration, I followed brand specifications provided in the challenge:

### Color Palette:

- Bright Coral - #F15A45
- Gold - #FFC000
- Charcoal - #262626
- Light Gray - #DEDEDE

### Fonts:

- Genos Bold Italic (headings/emphasis)
- Michroma Bold (subheadings)
- Rajdhani Medium (body text)

## **Concussion Protocol Training Case Study**

The tone was professional, confident, and youth-oriented-perfect for a corporate sports training environment.

### **Why It Matters**

This project allowed me to bring my background as a researcher and educator into a medical-adjacent corporate space. Writing with empathy while staying aligned with policy taught me how to build trust and clarity into every learning moment.

It also helped me expand my portfolio with a corporate-facing, compliance-focused course-complementing my nonprofit project and proving I can design for a wide range of audiences.

### **Let's Make Learning Bloom**

Looking for an instructional designer who can research, write, and build courses that balance compliance, clarity, and care? I'd love to connect.