Project Style Guide

There are three courses in this program. Each course will be consistent in certain design aspects:

- Components: Some components need to be in each course while other components are optional.
- Appearance: Whether a component is of a mandatory or optional type, we will design each so that it is consistent in appearance with all others of that type in the program.
- Terminology: We will use a common terminology to reference different aspects of the program design.

Course Themes

Course 1

- The role of data and analytics in shaping decisions and preparing leaders for technological disruptions and digital transformations.
- Ethical and responsible management of emerging technologies, including AI, and how they contribute to leadership success.
- Data strategies that work.

Course 2

- Foundational knowledge, skills, and tools necessary for effective data analysis and data-driven decision-making.

- Becoming familiar with common-use tools and jargon in the data analytics world.

- Proven data tools and strategies that yield successful outcomes in data-centric decision-making.

- The role of data communication in shaping decisions.

Course 3

- Unlocking growth, innovation, and resilience through data-driven strategies and customer-centric analytics.

- Fostering a data-driven culture, infrastructure, and decision-making environment.

Common Course Themes

- Real-life case studies & scenarios

- Opportunities to practice

Course Components

30 contact hours (3 CEUs); includes:

- Course introduction by the lead faculty (video or text)

- Course synopsis

- 3 or 4 learning objectives

- Headshots & short bios of all content experts contributing to the course

- 5 modules (2-3 hours content per module)

- Learning or project journal

- Key Takeaways/Summary by lead faculty (video or text)

- 25-question final exam

- Course evaluation (standard & course-specific questions)

Vocabulary & Language Usage

Recognize that learners may have different levels of proficiency in the language of instruction. Ensure that materials are accessible to non-native speakers.

- **Clarity First:** Use simple language, active voice, and explain technical terms.
- **Be Concise:** Keep sentences short and remove unnecessary words.
- **Consistent Language:** Use the same terms throughout.
- **Global Accessibility:** Use inclusive language, avoid cultural bias and slang.
- **Positive & Direct:** Focus on what to do, avoid negatives and ambiguity.

Structure

- Present information in a logical and organized manner. Use headings, lists, and bullet points to break up content and guide readers and help them locate specific information.

- Start with foundational concepts and gradually introduce more complex ideas. This progressive approach helps learners build their knowledge step by step.

Illustrations

- Provide specific details and examples to illustrate your points.

- Incorporate real-world examples and case studies that resonate with the audience's professional experiences. Show how data analytics and AI can be applied in different industries or roles.

- Use storytelling to illustrate key points or concepts. Stories can make complex ideas more relatable and memorable.

- Encourage participation through interactive activities like quizzes, decision tree scenarios, or case-based scenarios.

- Allow for plenty of white space on the page or screen to make the content visually appealing and less overwhelming.

- Provide additional resources or references for learners who wish to explore topics in greater depth.

Resolution & Dimensions

Use a 16:9 aspect ratio (more of a rectangle) throughout the project. Ensure that you use this aspect ratio consistently in your PowerPoint presentations, images, Storyline files, Rise packets, video capture, and so on.

Module Components

Design content knowing that it will reside in Canvas, except for the real-life applications and practice exercises that you designate for development in Rise or Storyline. These are the components you will need for each course module:

Module Overview & Introduction (5 minutes)

- Meet the Content Expert

- Module Overview

Lessons (3-5 lessons of 20-30 minutes each)

- Image

- Title

- Overview Statement

- Objectives

- Content

- Real-Life Application

- Practice Exercise

- Lesson Wrap-Up: key takeaways, link to the glossary of key terms and definitions, transition to next lesson (1-3 minutes)

Module Wrap-Up (5 minutes)

- Video/text by distinguished speaker wrapping up the module lessons and content

- Key takeaways (not the same as learning objectives!)

- Explore More (optional material - divided by lesson) (0 minutes)

Lesson Component Guidance

1. **Hook (1-2 minutes). Could be:**

   o how the concepts in this lesson connect to what learners might have done or experienced before

   o how learners might use it going forward

   o how the content expert - or a content expert - has used or experienced the concept

   o a relevant quote from a practitioner/expert on this topic

2. **Key concept/principle & terminology - break down what we are learning in this lesson (2-3 minutes)**

3. **Real-Life Applications (10 minutes). Ideas:**

   o Scenarios and anecdotes to illustrate concepts & principles

   o Making connections for learners - "what does this mean for you"

   o Demonstration of a helpful, related tool - its purpose, how it works, and its pros and cons

   o Skit or illustration of how a concept/principle works

   o brief excerpts from relevant interviews with practitioners

   o Practical tips, guidelines, animated gif, and/or step-by-step instructions on how to apply the concept or principle

- Introduction/background video on articles/case studies/blogs/videos that help participants see how real-world companies have applied the concepts and principles (2-3 minutes)
- A key quote from the Article/case study/blog posts/videos (set stage before or after the content)
- Article/case study/blog posts/videos to help participants see how real-world companies have applied concepts and principles (keep under 2,000 words or 10 minutes total)
- Debrief of the article/case study/blog/video - could be a video by faculty (3-5 minutes)

4. **Practice Exercises (10 minutes)**

- A graded activity or activities that help(s) learners apply/practice what they have learned.
- Provide constructive feedback for participants after their allowed attempts. Explain why certain answers are correct or incorrect, and guide them towards a deeper understanding of the material.
- Ideas:
  - Introduction to an exercise, assignment, or practice session.
  - Scenario-based questions that test learners' ability to apply what they have learned in a new situation and challenge them to solve problems using the lesson concept/principle (can be based on the article, case study, etc. above). Write these questions as multiple choice, multiple answers, single numeric answer within a provided range…
  - Debrief of an exercise, assignment, or practice session.
  - Drag & Drop
  - Matching

5. **Self-Reflection (10 minutes)**

- A series of questions that guides learners through applying what they've learned to their career, work, life, etc.
- Can include tools learners might find useful, like outlines, tables, assessments, etc.
- These are self-reflective, non-graded questions.

6. **Assessment:**

   o 3 Knowledge check questions (drag and drop, matching, multiple choice, multiple answer, sorting, etc. Can be another scenario with related questions)

   o Immediate feedback for participants based on their choices (correct, incorrect, partially correct).

7. **Lesson Wrap-Up** (key takeaways; transition to next lesson) **(1-2 minutes)**

8. **Explore More:**

   o Offer supplementary readings, videos, tutorials, or external links for learners who want to delve deeper into the topic.

   o Not needed for every lesson

Component Titles

These are the learner-facing titles for the main lesson components:

- Introduction
- [Subject Title]
- Lesson Highlights (wrap-up)

Sub-Component Titles & Icons

These are the learner-facing icons for the lesson sub-components:

Definition

Best Practices

Expert Insights (SME videos)

Common Pitfalls

Quote

Inspiration (Guest Speaker Interviews)

Reading

Check Your Knowledge

Visual Insights (charts, illustrations, demonstrations)

Hands-On Exercise

Did You Know? (Side bars, anecdotes, applications)

Pause & Reflect (self reflection questions)

Key Takeaways

Explore More (Optional material)

Course | Quiz

Course | Survey

Digital Badge

Imagery

Ask yourself:

- **Relevancy**: Does the image reinforce or support your message?
- **Effectiveness**: Will it invoke interest or excitement in the audience?
- **Uniqueness**: Will it stand out to the audience?
- **Message**: Does it transmit the right message to the audience?

In General

- Images and illustrations should be clear, bright, impressive, in color, detailed, and lively.
- Incorporate images of charts, graphs, and data visualizations that demonstrate different data analysis techniques.
- Use imagery that depicts real business scenarios where data analytics plays a crucial role.
- Include images of tools and technologies used in the field.
- Showcase images of diverse teams and include offices and backgrounds in the different target nations.

Copyright

- As much as possible, images should be copyright-free, keeping in mind that we are a commercial enterprise. Following is a list of resources you can use for this project:
  - ...
- If you can't get an image for free, log in on a different browser to ____ (see login details in the Design Resources document).

Images with Text

- Images for quotes or headers should not be too busy and, where the words will go, have blank space, few colors, no distracting patterns, etc...
- Use template found in ____. For guidelines on how to use this template, see ___ procedure.

Content Expert

Look at the procedure for locating, cropping, and inserting content expert images into Canvas. It can be found in ___.

Dimensions

Choose one of these:

- 1024x576 pixels

- 1280x720 pixels

Video Thumbnails

- Use the video thumbnail template located:

- Change the image placeholder on each slide to the module image located:

Instructions

Use 12-point, italicized font in red (see Canvas template). Here are specific instructions to use for different components:

- Click play on the video to get started. Be sure to click the "full screen" icon to view it in a larger size.

- Download the Course Slide Handout [link to file] for your reference while watching presentations in this course.

- Take a moment to read the content expert's biography prior to starting the course.

- Click on the link below to take the #-question quiz. It will open in a new tab of your browser. When finished, return to this tab to continue the lesson.

- Click on each of the links below to open the corresponding exercise or quiz in a new tab. When finished, return to this tab to continue the lesson.

- View the following [type of resource] for more information on how the concepts covered in this lesson apply in different industries.

- Open your saved learning journal for this course. Enter your answers to the questions below in the appropriate space and save the file.

- Please click Next to move forward.

- Following is a list of the badge requirements. In completing the course content, you have probably completed all the credentials for this course. In Module view, if there is a green check mark to the far right of an item in the "Your Badge Requirements" module, you have completed that requirement.

- Click on the link below to open the final course quiz in a new tab. You have two attempts to earn 80% or higher. When finished, return to this tab to continue with your course.

- Please click on the link below to give us your feedback on the course. All responses are anonymous and results are shared in aggregate format. We greatly value your feedback and insights!

Accessibility

Alt tags

Alt text serves a crucial purpose for accessibility, SEO, and user experience. It should convey the meaning of the image in relation to the surrounding content.

Key Principles:

- **Describe the "Why," Not Just the "What":** Focus on the image's function and relevance to the content.
- **Action for Links:** For images acting as links, describe the destination or action upon clicking (e.g., "Contact Support" for a question mark linking to help).
- **Omit Redundant Phrases:** Do not include "image of," "photo of," or similar prefixes.
- **Objective Description:** Describe the image as you would to the audience, focusing on relevant details. Report what you see, not your interpretation.
- **Structure Description:** Start with the overall view and then add specific, relevant details.
- **Apply to All Visuals:** Write alt text for all images and icons within the e-learning.
- **Draft in Word:** Initially create alt text in a Word document for easy spell and grammar checking.

- **Use Active Voice (Present Tense):** Employ active verbs in the present tense for clarity.
- **Keep it Concise:** Aim for descriptions under 250 characters.
- **Long Descriptions for Complex Visuals:** For charts, graphs, infographics, etc., create a separate handout with a detailed description and link to it directly above or below the image in the e-learning.
- **Test for Clarity:** If the images were hidden and only the alt text displayed, would the page still be understandable?

Captions

These guidelines ensure clear and readable subtitles for our projects:

1. Timing:

- Each subtitle event should display for a duration of 0.83 seconds (5/6) to 7 seconds.

2. Line Breaks (for Text Exceeding One Line):

- Generally, keep text to one line unless it exceeds the character limit.
- When a two-line break is necessary, prioritize breaks:
  - After punctuation marks (e.g., commas, periods).
  - Before conjunctions (e.g., and, but, or).
  - Before prepositions (e.g., in, on, at).
- Avoid breaking these elements across lines:
  - Articles and nouns (e.g., "the cat").
  - Adjectives and nouns (e.g., "big dog").
  - First and last names (e.g., "Jane Doe").
  - Subject pronouns and verbs (e.g., "I am").
  - Prepositional verbs and their prepositions (e.g., "look at").
  - Verbs and auxiliaries (e.g., "is going"), reflexive pronouns (e.g., "sees himself"), or negations (e.g., "does not").

3. Positioning and Justification:

- All subtitles should be center justified.

- Subtitles should be placed at either the top or bottom of the screen.

- Prioritize avoiding overlap with any existing onscreen text.

- If overlap is unavoidable (e.g., text at both top and bottom), position the subtitle where it is easiest to read.

Templates

Use the Canvas templates for creating the various course and module components.

Use these Word or Excel templates to create downloadable files for learners:

- Handout Template

- Learning Journal Template

- Recommended Reading Template

- Syllabus Template

Location: ___