INSTRUCTIONAL DESIGN
CASE STUDY

Creating policy development and human rights training for global non-governmental organization (NGO)

THE PREMISE

The Story Arc Learning team partnered with **ICANN**, **a global multi-stakeholder non-profit organization** dedicated to ensuring a stable, secure, and unified global Internet. The Story Arc Learning instructional design team collaborated with partners to develop two e-learning courses providing guidance on ICANN's complex, multi-year policy development process and the role of human rights in Internet policy development.

THE PLOT

Over six months, Story Arc Learning instructional designers created two courses: Engaging in the Policy Development Process (PDP) and The Role of Human Rights in Internet Policy Development. To create the PDP course, the SAL team wrote content, created storyboards, and developed e-learning to engage learners across the organization. To develop the Human Rights course, the SAL team interpreted a written storyboard to bring content to life through a story-driven narrative.

STORY HIGHLIGHTS

- Instructional designers translated highly complex content into learning for learners of all levels and backgrounds
- Courses created for future translation into the five UN languages
- Instructional design team developed custom graphics and game-based interactions