



# Instructional Design Portfolio

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# Course Demo Using the ADDIE Model and Articulate Rise 360

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# Analyze

Analyzing training needs, the audience, and the tasks involved

Management wants Crisis Communication to be handled in-house from next semester

The Communications Team has relied on external help and has not received training on crisis communication

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# Analyze

- The analysis stage is broken down into three steps:
  - Training Needs Analysis
  - Audience Analysis
  - Task Analysis



# Analysis - Training Needs Analysis

Subject matter experts are consulted to identify the **expected performance** of the Communications Team

The Communications Department manager is consulted to identify **the current skills** their team has in relationship to crisis communication

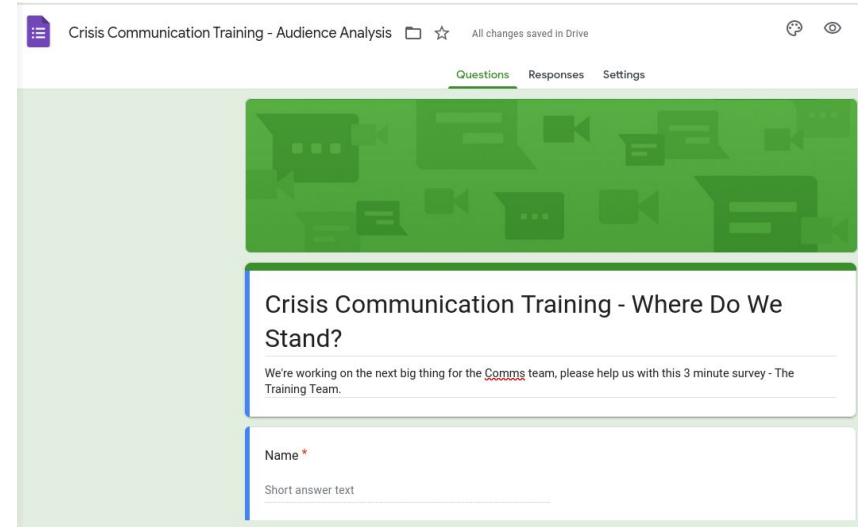
Once the skill-gap is identified, **a solution is proposed** in collaboration with the manager and external stakeholders:

- an e-learning course with two tracks, for staff and management
- an internal forum to discuss course topics with guest moderators from the agency currently in charge of crisis communication
- a follow-up seminar five weeks after the course is launched

# Analysis - Audience Analysis

To test the capabilities of the Communications team, an online questionnaire is developed with the help of external stakeholders

Aside from looking at existing knowledge and experience, the questionnaire will test for tech skills, availability, and the overall acceptance of the proposed solution



The screenshot shows a Google Forms interface for a questionnaire titled "Crisis Communication Training - Audience Analysis". The form is set to "Questions" mode, with tabs for "Responses" and "Settings" visible. The header area features a green banner with communication icons. The main content area has a title "Crisis Communication Training - Where Do We Stand?" and a description: "We're working on the next big thing for the Comms team, please help us with this 3 minute survey - The Training Team." Below this, there is a required text input field labeled "Name \*" with a red asterisk indicating it is mandatory. The input field has a placeholder text "Short answer text".

# Analysis - Task Analysis I

Together with the agency currently in charge of crisis communication, the training team looks at the responsibilities the in-house team will have once the transition is finished

Tasks are broken down and processes are mapped





# Analysis - Task Analysis II

<b>Initial Assessment</b>	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis sit amet odio vel purus bibendum luctus.
<b>Notifying Crisis Task Force</b>	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis sit amet odio vel purus bibendum luctus.
<b>Plan and Manage Crisis</b>	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis sit amet odio vel purus bibendum luctus.
<b>Prepare Messages</b>	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis sit amet odio vel purus bibendum luctus.
<b>Monitor Media</b>	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis sit amet odio.



# Design

Creating the storyboard and a  
course prototype

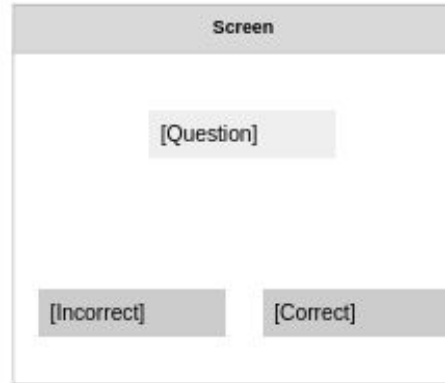


# Design - Storyboard I

Storyboard Overview				
Module name	Crisis Communication Online Course		Module duration	105 minutes
Storyboard version	1.1			
Project goals/ success measurements	The Communications Department takes over crisis communication responsibilities from XYZ agency within the next two months.			
Agreed topics to be covered	1	Initial assessment of the situation	6	
	2	Notifying the Crisis Task Force	7	
	3	Plan and manage the crisis	8	
	4	Prepare messages	9	
	5	Monitor media	10	
Development tool	Articulate Rise 360			
Voiceover artist	Adrian Dobre			

# Design - Storyboard II

Screen #	2	Topic	Preparing Media Messages
Screen objective	Creating media messages using different angles for for various media types and media formats		
Screen type	Drag and drop		
Screen before	1	Screen after	3
Learning content	Messages need to be targeted to the appropriate media and their audience		
Instructions	Decode whether the questions are open or closed by dragging them into the correct box		
Audio script	Same as learning content and instruction/ not applicable		
Media	Shutterstock image nr. 123456		



Client feedback
1. [Each individual feedback note 2. Should get its own number]



# Develop

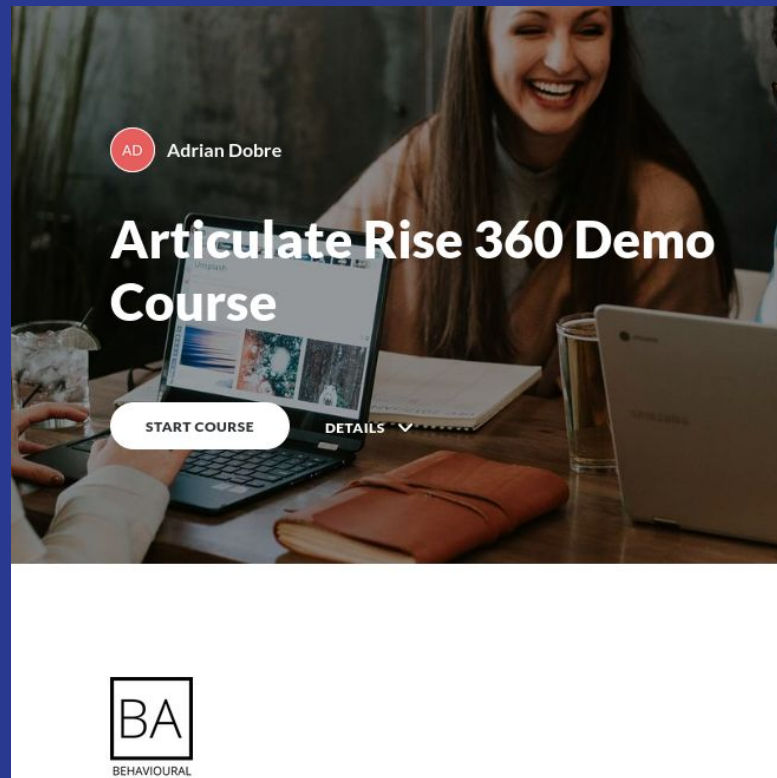
Creating the content and testing  
it with selected participants

Open-source tools and their  
proprietary alternatives:

- Articulate Rise 360
  - GIMP / Adobe Photoshop
  - Inkscape / Adobe Illustrator
  - Audacity
  - Kdenlive / Adobe Premiere Pro
  - Canva
  - Animaker
-

# Implement - Articulate 360

Created using Articulate Rise  
360, hosted on GitLab



# Articulate 360 Demo Course

- Implemented using Articulate 360 online
- Shows common Articulate 360 elements
- Uploaded on GitLab
- Live access:

<https://yoadrian.gitlab.io/elearning-demo>





# Articulate Rise 360 Demo Course

20% COMPLETE

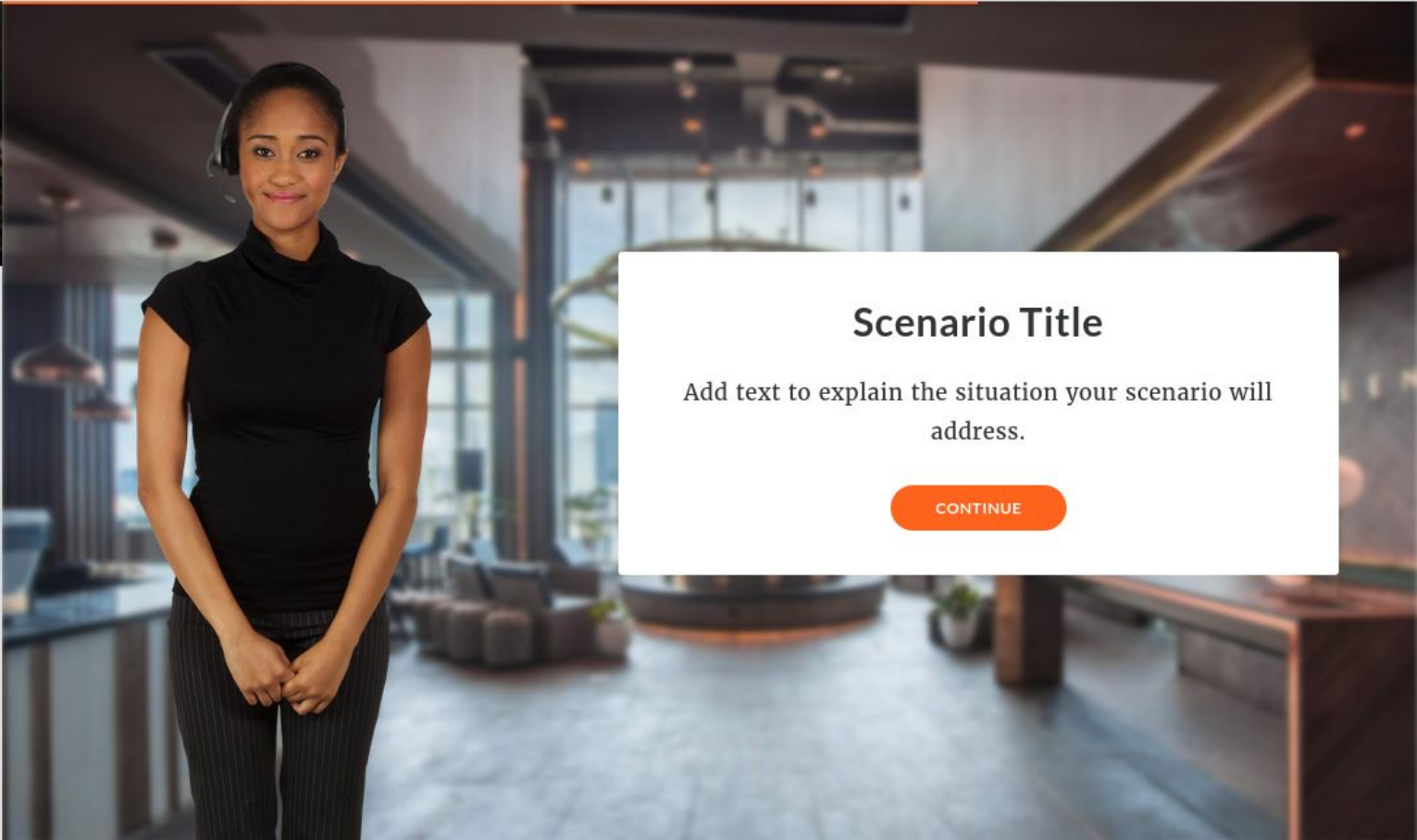
- ▼ SECTION HEADING 1. NIBH CRAS PULVINAR MATTIS

Lesson 1: text, lists. Interactivity: tabs, expandable te...

Lesson 2: text, table, bar chart. Interactivity: process,...

Lesson 3: text, audio, line chart, gallery. Interactivity...

Lesson 4: video, pdf attachment,



## Scenario Title

Add text to explain the situation your scenario will address.

CONTINUE

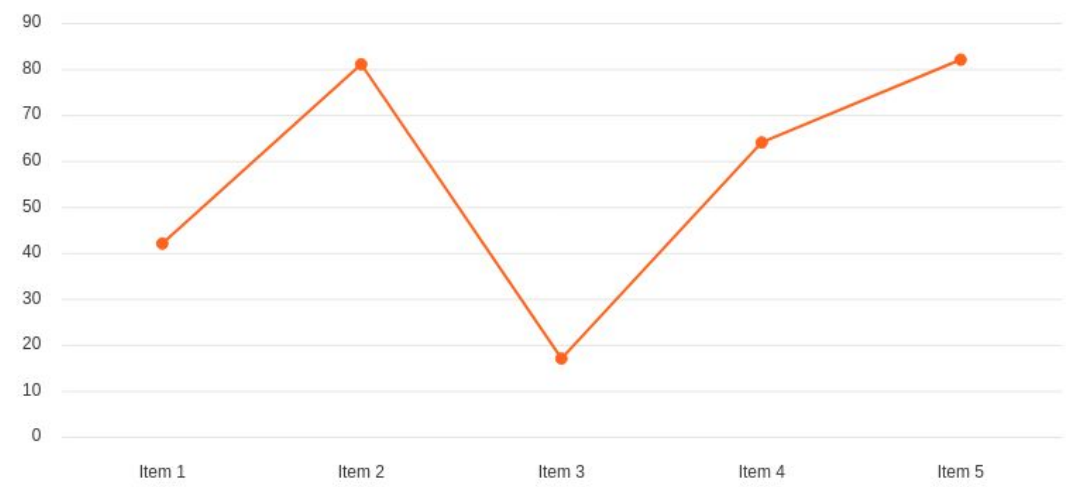




- ▼ SECTION HEADING 1. NIBH CRAS PULVINAR MATTIS
- Lesson 1: text, lists. Interactivity: tabs, expandable te... ✓
- Lesson 2: text, table, bar chart. Interactivity: process,... ✓
- ▼ SECTION HEADING 2
- Lesson 3: text, audio, line chart, gallery. Interactivity... ✓
- Lesson 4: video, pdf attachment, pie chart, quote carouse... ✓

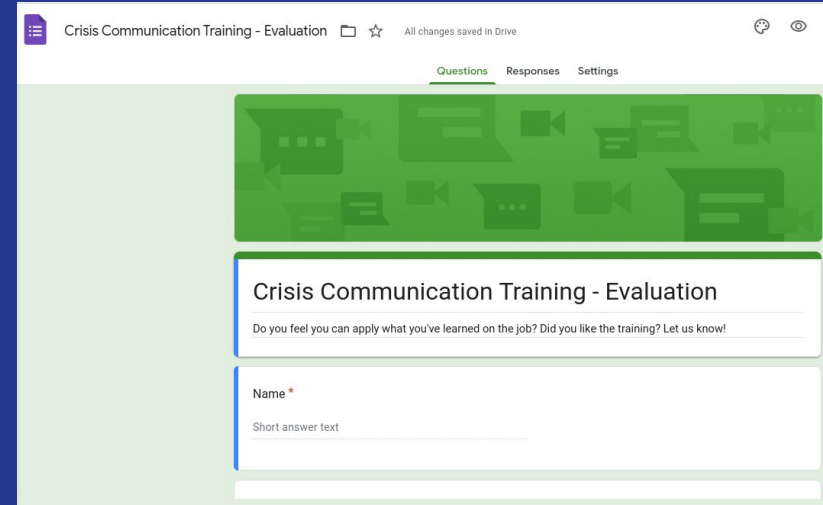
Compare the items in the chart bellow

Line Chart Title



# Evaluate

Evaluating performance  
improvements



The screenshot shows a Google Forms interface for an evaluation form. The title is "Crisis Communication Training - Evaluation". Below the title is a question: "Do you feel you can apply what you've learned on the job? Did you like the training? Let us know!". There is a text input field for the answer. Below the question is a section for the respondent's name, labeled "Name" with a red asterisk, and a "Short answer text" input field. The form is set against a green background with a pattern of speech bubbles and document icons. The top of the form shows the Google Docs logo, the title, and a status bar indicating "All changes saved in Drive". There are also icons for a folder, a star, and a help icon. The form is divided into three tabs: "Questions", "Responses", and "Settings".

Crisis Communication Training - Evaluation

All changes saved in Drive

Questions Responses Settings

Crisis Communication Training - Evaluation

Do you feel you can apply what you've learned on the job? Did you like the training? Let us know!

Name \*

Short answer text

# Evaluate

- Evaluation done using Google Forms
  - Two versions: staff and management
- Evaluating course satisfaction
- Addressing skill-gap, and application of knowledge and skills



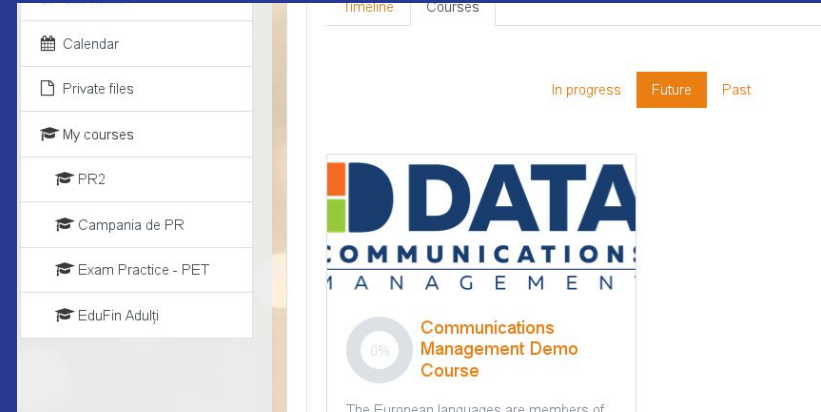
# Moodle Cloud Demo Course

[Contents page](#)




# Moodle Course Demo

Desktop Version: home page, course page, an individual lesson page with questions, forum and reports



 Calendar

 Private files

 My courses

 PR2

 Campania de PR

 Exam Practice - PET

 EduFin Adulți

Timeline

Courses

In progress

Future

Past



**DATA**  
COMMUNICATIONS  
MANAGEMENT

 **Communications  
Management Demo  
Course**

The European languages are members of

- home page

BA

PRCampaign

Participanți

Ecusoane

Competențe

Note

Introduction

1. Public Relations

2. The Strategic Role of Public Relations

3. The PR Campaign

Dashboard

Pagina principală

# Public Relations Campaign

[Dashboard](#) / [Cursurile mele](#) / [PRCampaign](#)

## Introduction

Introduction

## 1. Public Relations

1. Public Relations

Public Relations or Advertising?

## 2. The Strategic Role of Public Relations

## 3. The PR Campaign

Progresul dumneavoastră?

- course page

BA

ENGLISH (EN)

CommsDemo

Participants

Badges

Competencies

Grades

Dashboard

Site home

Calendar

Private files

My courses

PR2

PRCampaign

# Communications Management Demo Course

[Dashboard](#) / [My courses](#) / [CommsDemo](#)

An open forum for chatting about anything you want to

[Subscribe to this forum](#)

[Add a new discussion topic](#)

**To an English person, it will seem like simplified English**

by [Adrian D](#) - Wednesday, 17 October 2018, 12:10 PM

The European languages are members of the same family. Their separate existence is a myth. For science, music, sport, etc, Europe uses the same vocabulary. The languages only differ in their grammar, their pronunciation and their most common words. Everyone realizes why a new common language would be desirable: one could refuse to pay expensive translators.

## Social activities

[Social forum](#)

### Introduction

[It will be as simple as Occidental; in fact, it will be Occidental.](#)

#### 1. Public Relations

[Introduction to Public Relations](#)

#### 2. The Strategic Role of Public Relations

[The Organizaitional Structure](#)

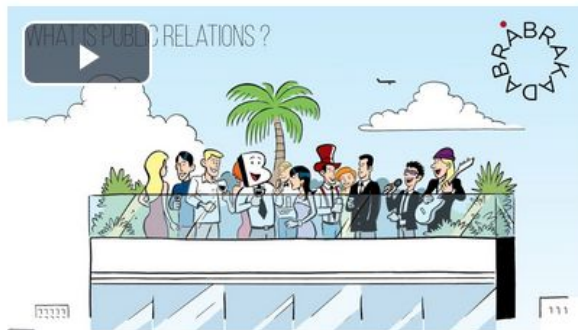
- course page, Facebook wall style format



# Introduction to Public Relations

## 1.1 Definitions

The European languages are members of the same family. Their separate existence is a myth. For science, music, sport, etc, Europe uses the same vocabulary. The languages only differ in their grammar, their pronunciation and their most common words. Everyone realizes why a new common language would be desirable: one could refuse to pay expensive translators. To achieve this, it would be necessary to have uniform grammar, pronunciation and more common words.



If several languages coalesce, the grammar of the resulting language is more simple and regular than that of the

### Lesson menu

- 1.1 Definitions
- 1.2 Delimitations

# Communications Management Demo Course

[Dashboard](#) / [My courses](#) / [CommsDemo](#) / [Introduction to Public Relations](#)

## Introduction to Public Relations

To an English person, it will seem like simplified English, as a skeptical Cambridge friend of mine told me what Occidental is?

- ☒ **Their separate existence is a myth?**
- ☐ To an English person, it will seem like simplified English?
- ☐ The languages only differ in their grammar?
- ☐ Everyone realizes why a new common language would be desirable: one could

Submit

You have completed 25% of the lesson

25%

- quiz page

BA

ENGLISH (EN)

Jane Participant-Example

CommsDemo

Participants

Badges

Competencies

Grades

Social forum

Dashboard

Site home

Calendar

Private files

My courses

PR2

# When will we have the next assignment?

Subscribed

◀ To an English person, it will seem like simplified English

Display replies in nested form

**When will we have the next assignment?**  
by Jane Participant-Example - Wednesday, 17 October 2018, 1:10 PM  
Just wondering when will we have to hand over our work for the previous quarter?

Permalink | Reply

**Re: When will we have the next assignment?**  
by Adrian D - Wednesday, 17 October 2018, 2:07 PM  
I should be incapable of drawing a single stroke at the present moment; and yet I feel that I never was a greater artist than now.

Permalink | Show parent | Reply

**Re: When will we have the next assignment?**  
by Jane Participant-Example - Wednesday, 17 October 2018, 2:07 PM  
I am so happy, my dear friend, so absorbed in the exquisite sense of mere tranquil existence, that I neglect my talents. I should be incapable of drawing a single stroke at the present moment; and yet I feel that I never was a greater artist than now.

Permalink | Show parent | Edit | Delete | Reply

- forum page

🎓 CommsDemo

🏠 Home

📊 Dashboard

📅 Calendar

📁 Private files

🎓 My courses


🎓 PR2

🎓 Materiale-Tehnologii

🎓 EduFin Adulti

🎓 Introduction to Moodle

🔧 Site administration










Jane Participant-Example

💬 Message

👤 Add to your contacts

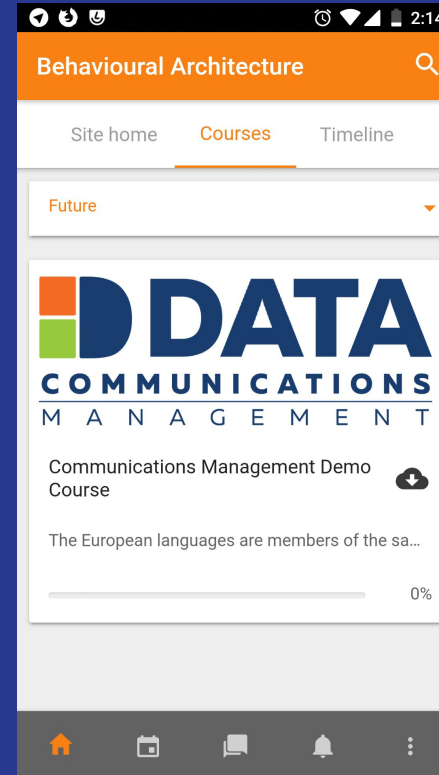
section 0

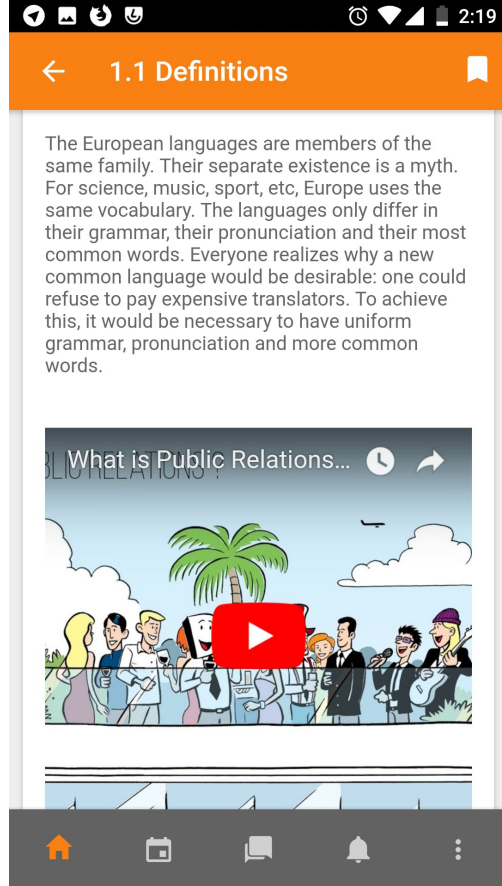
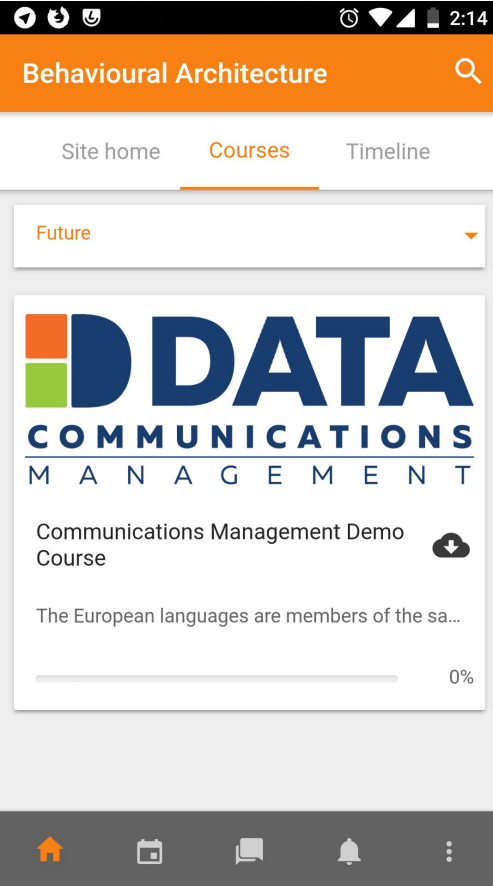
 Social forum	3 posts	Wednesday, 17 October 2018, 2:07 PM (3 mins 16 secs)
 Introduction	-	
 It will be as simple as Occidental; in fact, it will be Occidental.	1 views	Wednesday, 17 October 2018, 1:12 PM (58 mins 12 secs)
 1. Public Relations	-	
 Introduction to Public Relations	Grade: 100.00 / 100.00	Wednesday, 17 October 2018, 2:10 PM (1 min 9 secs)
 2. The Strategic Role of Public Relations	-	
 The Organizaitonal Structure	2 views	Wednesday, 17 October 2018, 2:10 PM (1 min 4 secs)

- reports page

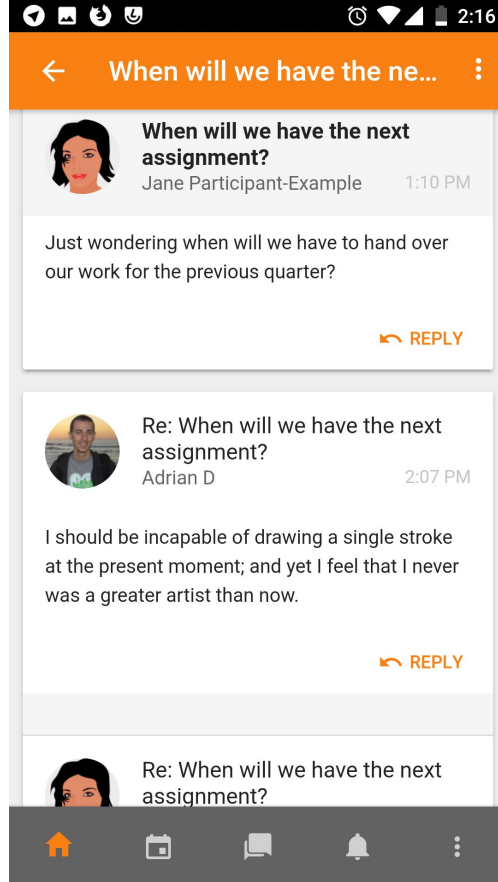
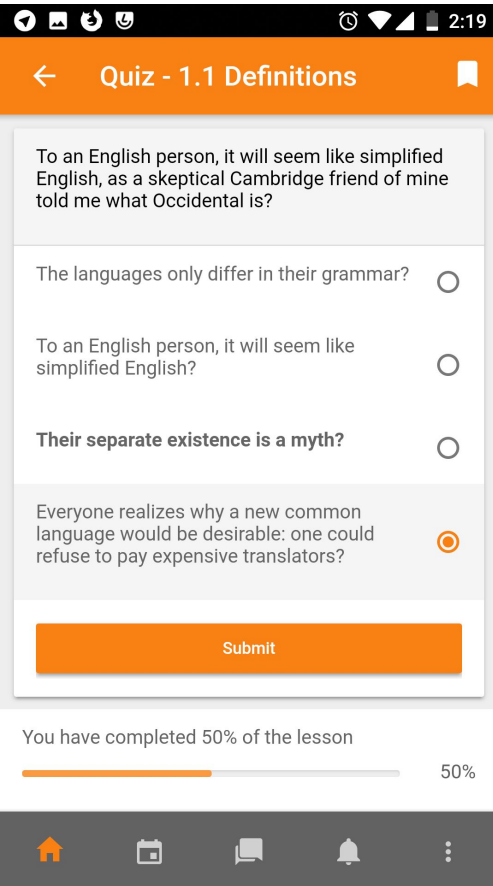
# Moodle Course Demo

Mobile app view of home page,  
course page, quiz and forum





- home page and course page: mobile view



- quiz and forum: mobile view

# Video Animations

[Contents page](#)





# Tools Used

Video Animations

Video animations: [animaker.com](https://animaker.com)

Recordings: local radio studio

Voice: own voice

Sound editing: Audacity app

Operating system: Linux / FreeBSD

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# Fantastica mașină de e-learning



00:53

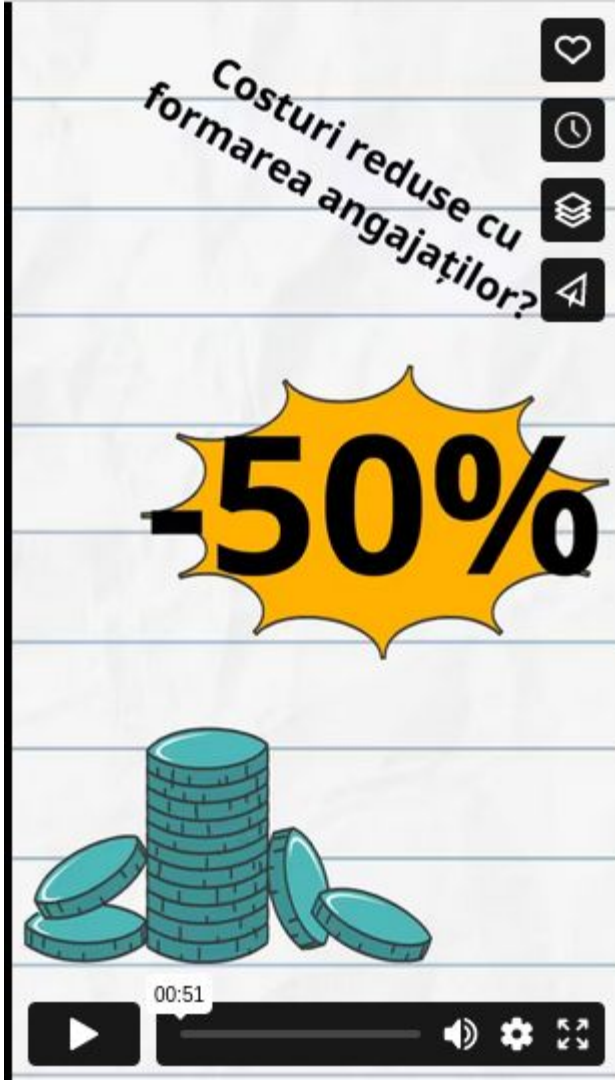


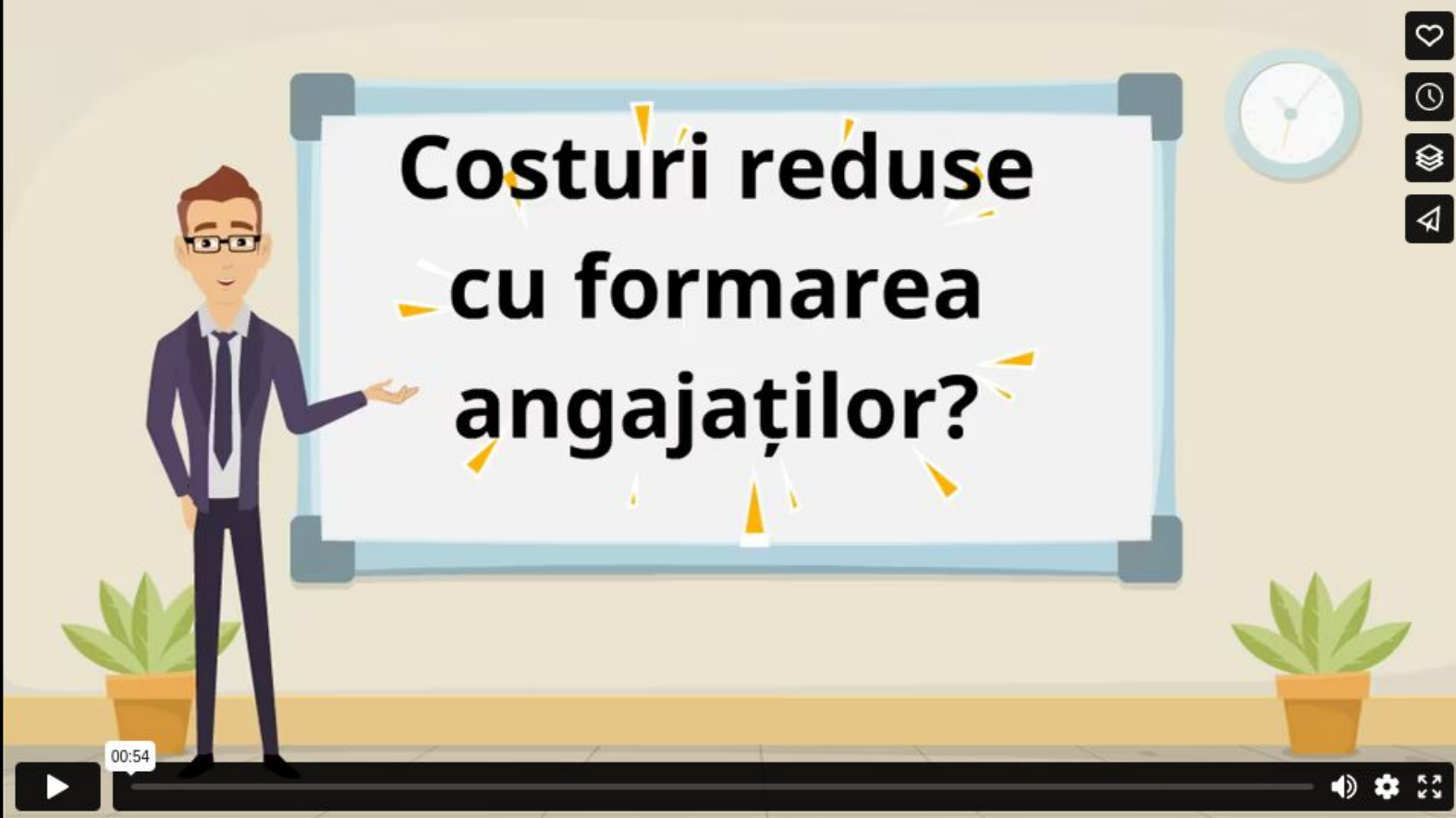
- <https://vimeo.com/334950643> - Romanian text and voice over

# Vertical Video Animation

<https://vimeo.com/332164310>

Romanian text and voice over





- <https://vimeo.com/330355431> - Romanian text and voice over

The background is a solid pink color. In the top right corner, there is a decorative pattern of overlapping geometric shapes, including triangles and squares, in various shades of pink and magenta.

Thank You