E-Learning Project Part 1: Project Proposal

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As graduate student in the Educational Technology program, I have often heard others comment on how they would like to learn Hyper Text Mark-up Language (HTML). Developing a basic understanding of HTML can be useful in this program since much of the work revolves around the web and applications that use HTML. The ability to look at the code and have a basic understanding of what is going on can help an instructional designer identify and correct layout issues or even enhance their product by altering the code to add other multimedia resources.

This training is targeted at adult learners that may not have a technical background that would like to have the ability to create a basic web page. Adult learners utilizing this e-learning module will have a working understanding of HTML to be able to create a semantically correct web page.

Instructional Goal and Objectives

Instructional Goal:
Upon completion of the e-Learning Module, adult learners will be able to develop a semantically correct web page with multimedia enhancements based on a specified design document.

Sub Goal 1. After completing this module the learner will develop a web page using HTML adhering to basic document structure that is based on the specified design document.

Objective 1.1. Using a text editor the learner will develop a “Hello World” web page using basic HTML document structure with no errors.

Objective 1.2. Using a text editor and a word document that contains formatted text that is to be published to the web the learner will replicate the word document using the basic HTML document structure and following the text colors and font enhancements specified in the design document with 90% accuracy.
**Objective 1.3.** Using the discussion forum and online research from credible sources the learner will describe in their own words the Semantic Web.

**Sub Goal 2.** After completing this module the learner will be able to enhance a basic web page document by adding properly formatted lists, links, and images.

**Objective 2.1.** Using a text editor the learner will add an ordered list and an unordered list to the previously developed web document with no errors.

**Objective 2.2.** Given information pertaining to Section 508 to the Rehabilitation Act of 1973 the learner will describe how the alt attribute for the image tag is used to enhance accessibility in the discussion forum.

**Objective 2.3.** Given a text editor, the previously developed web document, and two images the learner will insert the images in the specified location by the updated design document.

**Sub Goal 3.** After completing this module the learner will be able to add multimedia enhancements and tables to their developed web page.

**Objective 3.1.** Given a YouTube video the learner will modify the developed web page and add the video with no errors.

**Objective 3.2.** Given tabular data the learner will insert the data applying color and font enhancements to improve table readability with no errors.

**Objective 3.3.** Using the discussion forum the learner will describe in their own words the procedures to add an MP3 podcast to a web page.

**Sub Goal 4.** After completing this module the learner will be able to distinguish between HTML and other technologies that are used to enhance web page development.
**Objective 4.1.** Given the source to a page using other web technologies the learner will identify the technology used with 80% accuracy.

**Objective 4.2.** Given a list of web technologies the learner will conduct research and present their findings as to how they are used to enhance a web page in the discussion forum. Accuracy will be determined by peer review.

**Objective 4.3.** Given a jQuery library the learner will add the library to their developed web page and implement a function from that library with 80% accuracy.

**Intended Audience**

The intended audience are adult learns seeking to gain a basic understanding of web page development. The module is specifically targeted at graduate students in the online Educational Technology program at the University of Texas at Brownsville, but would be appropriate for any adult learner having some experience utilizing Web 2.0 technologies. Learners in the graduate program can range in age from the early 20’s and are a fairly balanced mix of males and females. The technological skill level of these learners varies greatly with some in the beginning stages of working with web technologies and others in the advanced stages. Learners in the advanced stages of working with web technologies may not necessarily have a working understanding of HTML and could benefit from this module.

**Learning Context**

This e-learning module is intended for online use only. Resources needed are a personal computer with high speed internet access and an up-to-date browser that meets minimum system requirements to access Blackboard CourseSites. Blackboard CourseSites is a free online course management system that leverages the latest technology Blackboard has to offer. A CourseSites Student account will be needed to access the course. CourseSites offers the option of utilizing
many of the popular social media site logins to authenticate with their system. Adobe Acrobat, Adobe Flash Player, and Adobe Shockwave Player are recommended to ensure compatibility to multimedia content.

Summary

This e-learning module will be an open enrollment self-paced course. The course will be made available using Blackboard’s CourseSites and offered to any student in the Educational Technology program at the University of Texas at Brownsville. This module will contain four self-contained lessons each with an overview, multimedia presentation, assignment, discussion question, and assessment. Upon completion of the module the learner will have a working understanding of HTML and be able to create a semantically correct web page.