

Multimedia Project Development Steps

Please review the required steps for developing a multimedia project before submitting your proposal. Authors are responsible for ensuring all steps are followed. More information and required forms can be found on the [Publishing Guidelines for Faculty](https://www.uidaho.edu/extension/publications/about/publishing-guidelines) webpage.

1. Before you begin
   1. Human research protections. If your project contains evaluations, procedures, and instruments that involve human subjects, you may need to obtain University of Idaho Institutional Review Board approval, see [Human Research Protections website](https://www.uidaho.edu/research/faculty/research-assurances/human-protections) for more information. If required, please provide approval documentation with project submission.
   2. Consider discussing your idea with the appropriate UI Extension topic team to get input on factors such as need, priority, and scope.
2. Submit the Multimedia Series Proposal Form to Manuscript FastTrack  
   Include an overview outline of the final product (template included in proposal form)
3. After the proposal has been accepted, develop the producible documents (materials the **instructional designer** can use to build the final product). Producible documents include:
   1. Storyboards
   2. Scripts
   3. Text (manuscript)
   4. Quizzes
   5. Assignments
   6. Readings
   7. Detailed course map or outline

(See Publishing Guidelines for Faculty webpage for templates)

1. Submit your project to Manuscript FastTrack for review

Your submission must include the following:

* All applicable producible documents (storyboards, scripts, text manuscripts, etc.)
* Detailed course map or outline
* Documentation of U of I Institutional Review Board approval, if necessary, for research involving human subjects

1. Submit your final files to Extension Publishing

After your submission has been accepted for publication, [review our guidelines](https://www.uidaho.edu/extension/publications/about/publishing-guidelines#accordion-row-cf535152-9335-4bd1-8c1c-ae6c98e80e5e-:~:text=Step%206%20%E2%80%94%20Submit%20your%20final%20files) for submitting final text and graphics.

1. Project then enters the editing and design phase led by Extension Publishing



Multimedia Series Proposal Form

Please submit this completed form to [FastTrack](http://uidaho.expressacademic.org/login.php) before developing a storyboard or writing a script for a UI Extension Multimedia publication. (The document “type” for your proposal submission is “Proposal, Extension Multimedia Series.”) Feel free to contact us with any questions you may have at [calspubs@uidaho.edu](mailto:calspubs@uidaho.edu).

1. AUTHOR(S)

List the name, affiliation, and contact information for the corresponding author, plus the name and affiliation of each coauthor.

* 1. Corresponding author
  2. Other authors

1. PURPOSE

What need will your project satisfy or what problem will it solve?

1. ALIGNMENT  
   Does this project align with one of the [Priority Extension Themes](https://www.uidaho.edu/extension/programs) (PET)?  Yes  No
2. AUDIENCE
   1. Demographics**.** Describe the target learner audience demographics   
      (age, gender, income, occupation, physical location, lifestyle, etc.).
   2. Knowledge level. Target-audience knowledge level of topics covered. (Check all that apply.)  
        
       Novice  Intermediate  Advanced  Expert
   3. Previous experience. Explain the applicable previous experiences of the target learner audience.
3. COURSE LEARNING GOALS  
   Please state 2–5 things learners will be able to do after completing the online learning experience.
4. COURSE OUTLINE

Please complete the outline at the end of this document and include it with your proposal.   
Feel free to add or remove modules or lines as needed.

1. ASSESSMENT

How will you measure learning (checkpoint quizzes, final course test, module completion tests, in-person field day, etc.)?

1. DESCRIPTION

Briefly describe your project, its approach, and your purpose in creating it. Include a one-sentence statement summarizing the project's scope and content followed by a paragraph of no more than 250 words.

1. LEARNING EXPERIENCE TYPE

Fully Online

Hybrid (some online and some in person)

1. LENGTH  
   What is the estimated time commitment required of the learner (hours, sessions/modules, etc.)?
2. MEDIA
   1. What media will your online learning experience incorporate? (Check all that apply.)

Illustrations  Photos  Videos  Audio  Other

* 1. Briefly describe these media components (what they are, purpose, etc.).
  2. Will the various media components be created specifically for the project or are they already created? If already created, do you have copyright permission to use them? If not, you will need to secure copyright permission for each element.

1. MARKETING
2. Selling points. Give three key selling points for your project. Why will your target audience want to participate?
3. Competition**.** What other resources are available that meet the targeted needs of the learner audience? How do yours differ from and/or improve on those resources?
4. Price**.** How much do you think your target audience will be willing to pay for the learning experience?
5. Promotion**.** What events, mail/email lists, and other tactics can be used to promote the final product among your target audience? Be as specific as possible, giving, for example, the names of specific conferences and mail/email lists you can obtain.
6. FUNDING

Describe your funding plan for this project (e.g., grant funds, UI Extension funds, departmental funds, etc.).

1. BUDGET

What is the anticipated funding amounts for the various elements of the project (e.g., illustration creation, videographer, animation creation, professional audio narrator, instructional designer, etc.)?

|  |  |
| --- | --- |
| Item | Budget |
| *Example: Videographer* | *$3,000.00* |
| *Illustrator* | *$1,500.00* |
|  |  |
|  |  |
|  |  |

1. DEADLINE

By what date do you need the final product and why? Note: An expedited timeline might require additional funds to cover freelance design costs. Please email inquiries about our freelance process to Erin Doty ([edoty@uidaho.edu](mailto:edoty@uidaho.edu)).

1. REFEREES (PEER REVIEWERS)

Please provide the names, affiliations, and email addresses of at least three experts we could ask to review your project. (Note: We may not necessarily contact them.) They do not need to be U of I faculty or staff.

1. FURTHER INFORMATION

Please add any information that you think may be helpful as we evaluate your proposal.

(*Example*) Extension Multimedia Series:   
Online Learning Experience Outline

|  |
| --- |
| Course Topic  *What UI employees need to know about Purchasing Cards (PCards).* |

|  |  |  |  |
| --- | --- | --- | --- |
| Module Number | Module Topic &  Assessment Strategy | Learning Objectives | Subtopics to Cover |
| 1 | **Topic:**  *Introduction to Purchasing Cards (PCards)* | **Objective 1:**  *Learners will be able to locate the UI required trainings for PCards.* | *What is a Purchasing Card (PCard)?* |
| **Assessment Strategy:**  *End of module quiz, successful application for PCard* | **Objective 2:**  *Learners will be locate and complete the required forms to request a PCard.* | *What is the process for requesting a PCard?* |
| 2 | **Topic:**  *Making Purchases* | **Objective 1:**  *Learners will be able to make qualified purchases with their PCard.* | *What purchases are allowed on a PCard?* |
| *How do I make a purchase with a PCard?* |
| **Assessment Strategy:**  End of module quiz, Practice tax-exempt form assignment | **Objective 2:**  *Learners will be able to locate and correctly complete an ST-101 Tax Exemption form for purchases.* | *What is a tax-exemption form?* |
| *How do I locate and complete a tax-exemption form?* |
| 3 | **Topic:** *Chrome River* | **Objective 1:**  *Learners will be able to create an account in Chrome River.* | *What is Chrome River and how do I access it?* |
| **Assessment Strategy:**  *End of module quiz, successful enrollment in Chrome River* | **Objective 2:**  *Learners will be able to submit receipts in Chrome River for PCard purchases.* | *How do I submit a receipt to Chrome River?* |

Extension Multimedia Series:   
Online Learning Experience Outline

**HOW TO COMPLETE THIS OUTLINE**

For each module, please identify:

* The learning objectives (ask yourself, “*What do I want learners to be able to* ***do*** *after completing the module?*”),
* The Main topic and subtopics to cover (ask yourself, *“What topics do I need to cover to meet those objectives?*”).
* The assessment(s) (ask yourself, *“How will I know they met the objectives?*”).

|  |
| --- |
| Course Title |

|  |  |  |  |
| --- | --- | --- | --- |
| Module Number | Module Topic &  Assessment Strategy | Learning Objectives | Subtopics to Cover |
| 1 | Topic: | Objective 1 |  |
|  |
| Objective 2 |  |
| Assessment Strategy: |  |
| Objective 3 |  |
|  |
| 2 | Topic: | Objective 1 |  |
|  |
| Objective 2 |  |
| Assessment Strategy: |  |
| Objective 3 |  |
|  |
| 3 | Topic: | Objective 1 |  |
|  |
| Objective 2 |  |
| Assessment Strategy: |  |
| Objective 3 |  |
|  |
| 4 | Topic: | Objective 1 |  |
|  |
| Objective 2 |  |
| Assessment Strategy: |  |
| Objective 3 |  |
|  |
| 5 | Topic: | Objective 1 |  |
|  |
| Objective 2 |  |
| Assessment Strategy: |  |
| Objective 3 |  |
|  |