

PROJECT NAME

NAMES OF CLIENT LEAD AND COLLABORATORS

TARGET AUDIENCE

PROGRAM RECURRENCE

- Ongoing
- One-Time
- Limited time

REASON FOR COMPLETION

i.e. certificate, license, ceu, personal enrichment, etc.

HAS THIS CONTENT BEEN TAUGHT PREVIOUSLY?

- Yes
- No

IF SO, HOW?

IS THERE AN EXISTING OUTLINE FOR THE CONTENT?

- Yes
- No

ANTICIPATED DEMAND IN ENROLLMENTS

Per Month:

Per Year:

ANTICIPATED CHARGE PER-ENROLLMENT

How much would participants be willing to pay?

PEAK ENROLLMENT SEASONS (if any)

COMPETING PROGRAMS AND COURSES

EXISTING CONTENT RESOURCES

COURSE SCOPE

PLANNING, COSTS, AND TIMELINES

TARGET
LAUNCH
DATE

TOTAL
INSTRUCTIONAL
HOURS

MULTIMEDIA NEEDS, QUANTITY, AND DURATION

Provide info for all that apply

Quantity

Duration

Narrated Slideshows

Live-Action Demonstration Videos

Virtual Field Trip/On-Location Videos

Interview Videos, with Local and/or Remote Participants

Event/Guest Speaker Videos

Screen-Capture Demonstration Videos

Video Clips, with or without Instructor Commentary

Audio Clips, or Audio Interviews

Advanced Component Usage –
Simulations, Multi-Overlay Displays,
Drag-and-drop Exercises, etc.

OTHER CONTENT NEEDS

i.e., written tutorials, graphics, etc.

INTERACTIVE INSTRUCTIONAL ELEMENTS

i.e. discussions, social media, Facebook live, etc.

PRIMARY DELIVERY PLATFORM(S) AND COST PER ENROLLMENT

TIMELINE

Initial Project Kickoff Meeting

Curriculum Outline

Storyboarding/PPT/Graphics

Video Recording

Video Editing and Captioning

Canvas Shell Creation

Preliminary Draft for Review

Secondary Draft for Review

Final Draft

Rollout

COURSE SCOPE

PLANNING, COSTS, AND TIMELINES

TEAM MEMBERS AND PROJECTED HOURS PER PERSON

	Name(s)	Duration
Subject Matter Experts		

Instructional Designers

Videographers

Graphic Designers

Marketers

NOTES