COURSE SCOPE
BACKGROUND & RESOURCES

EXTENSION 🍀
UtahStateUniversity

PROJECT NAME

NAMES OF CLIENT LEAD AND COLLABORATORS

TARGET AUDIENCE

PROGRAM RECURRENCE

☐ Ongoing
☐ One-Time
☐ Limited time

HAS THIS CONTENT BEEN TAUGHT PREVIOUSLY?

☐ Yes
☐ No

REASON FOR COMPLETION
i.e. certificate, license, ceu, personal enrichment, etc.

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.

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

SOURCE OF FUNDING (IF ANY) FOR THE DEVELOPMENT OF THIS COURSE

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TEAM MEMBERS AND PROJECTED HOURS PER PERSON

	Name(s)	Duration
Subject Matter Experts		
Instructional Designers		
Videographers		
Graphic Designers		
Marketers		

NOTES