Instructional Design and Media Production Studio Service Agreement

This service agreement documents the course development process to be followed by the IDMPS team and the instructor to develop a high-quality, accessible online asynchronous course.

Scope of Work

This is the scope of work for a full course design of a new fully online asynchronous course at UIC. **This agreement should be used by instructors developing courses that are part of a fully online asynchronous degree program through the partnership with UIC Extended Campus.**

Roles and Responsibilities of the Instructor

The instructor serves as the subject matter expert (SME) and the lead course instructor during the course development cycle, including completing the following responsibilities:

- Submits course elements by the agreed due dates to the instructional designer for review (preferably 24 to 48 hours in advance of course development meetings).
- Attends weekly one-hour meetings during the 14-week course development cycle with the instructional designer to discuss course elements, progress, etc.
- Creates the following course elements with the support and guidance of the instructional designer:
  - Course goals & learning objectives
  - Assessments & grading
  - Learning activities & storyboards for multimedia development
  - Readings & resources
  - Instructional materials & storyboards for video development
  - Other course elements [syllabus, course welcome, etc.]
- Ensures original, authentic course elements are designed with minimal use of third-party materials and that textbooks are utilized as supplemental instructional materials, not the primary curriculum and instruction.
- Ensures proper citation, and copyright permissions, and models academic integrity.
- Implements feedback and suggestions from the instructional designer to ensure a high-quality course including the diversity, equity, & inclusion (DEI), and accessibility of the course elements.

- Reviews course elements in the learning management system (LMS).
- Submits storyboard/scripts to the media production team at least 24hrs. in advance of their scheduled recording session. *This will ensure proper blocking of shots (if needed) and allows time for the scripts to be formatted for the teleprompter.*
- Ready to be on camera during the video production process. It is recommended that instructors be on camera at the beginning and end of each video at a minimum to foster a connection with students. Follows the wardrobe guidelines provided by the media production team for video production.
- Implements feedback and suggestions from the course review to ensure a high-quality course including the diversity, equity, & inclusion (DEI), and accessibility of the course elements.
- Available for questions and consultation during the multimedia production, video production, and quality assurance review development cycle.
- Implements and/or documents feedback and suggestions from the continuous quality improvement review for future improvements.
- Evaluates the course performance for continuous quality improvements and improving student outcomes.

Roles and Responsibilities of the Instructional Designer

The instructional designer serves as the coordinator of the course design process and the facilitator of the weekly one-hour course development meetings, including completing the following responsibilities:

- Communicates the timeline and due dates for course elements to the instructor.
- Schedules the weekly one-hour meetings during the 14-week course development cycle.
- Reviews submitted course elements and provides feedback to instructor, on the following:
  - Course goals & learning objectives - cognitive levels, taxonomies of learning, clarity, and student perspective.
  - Alignment of course goals and learning objectives with assessments, learning activities, and instructional materials.
  - Assessments & grading practices - formative, summative, and authentic assessments as well as equitable grading practices and grading criteria.
  - Learning activities & storyboards for multimedia development - opportunities for active learning, practice, interaction, and feedback.
  - Readings & resources - digital materials, OER, and DEI
  - Instructional materials & storyboards for video development - micro-lectures, flipped classroom, etc.

- ○ Other course elements [syllabus, course welcome, etc.] - including elements to build community, foster a sense of belonging, and increase student agency and self-efficacy.
- Provides feedback to the instructor on research-based practices for ensuring diversity, equity, & inclusion (DEI), and accessibility of course elements.
- Creates a course shell based on required elements from stakeholders (program, department, etc.).
- Builds finalized course elements in the learning management system as well as documents finalized course elements in a course outline.
- Supports the instructor in utilizing the learning management system and other technologies by providing guidance and resources for training.

Roles and Responsibilities of the Instructional Design Team

Part 1 - Course Review

A member of the instructional design team will perform a **course review** during the 14-week course development cycle, including:
- Reviews the alignment of course goals & learning objectives to assessments, learning activities, and instructional materials and provides feedback and suggestions to improve alignment.
- Reviews the course elements for functionality and usability, including hyperlinked materials and files, and provides feedback and suggestions to improve functionality and usability.
- Reviews the course elements for accessibility and diversity, equity, & inclusion (DEI) and provides feedback and suggestions to improve accessibility and DEI.
- Reviews the placeholders for multimedia and video work to ensure proper organization and placement after the multimedia and video production cycle.

Part 2 - Quality Assurance Review

A member of the instructional design team will perform a **quality assurance review** of all course elements at the end of the multimedia and video production cycle, including:
- Reviews the course's functionality and organization in the learning management system, including documenting the multimedia and video activity times.

Part 3 - Continuous Quality Improvement Review

A member of the instructional design team will perform an **analysis of data collected** from the learning management system and other technologies after the first term of the course running, including:

- Documents analysis of data collected with recommendations for future improvements to the course design.
- Schedules a one-hour meeting with the instructor to review data and recommendations.

Roles and Responsibilities of the Media Production Team

The media specialist(s) will be responsible for collaborating with the instructor and instructional designer to create high-quality video and multimedia instructional materials, including:

- Ensures consistency in design across the course design process to support the UIC brand, including all logos, typefaces, colors, texts, photos, multimedia, and video content.
- Maintains and adheres to all policies and procedures relating to the accessibility of all created digital assets, including video and multimedia.
- Shares documentation with faculty regarding best practices/tips for successful video recordings, Lightboard sessions, as well as wardrobe/appearance guidelines for video.

Timeline of Work

Instructor's Hours

The instructor should expect 8 to 12 hours per week of work for a 14-week course development cycle which includes a weekly one-hour meeting with the instructional designer. The instructor should expect to spend approximately half an hour per micro-lecture (3 to 8-minute) video (*actual time will vary based on the complexity of the production and the preparation of the material beforehand*). The instructor will also be available for questions and/or consultation meetings and should expect 2 to 6 hours of work for the entire 8 weeks of multimedia production, video production, and quality assurance review development cycle after the initial course development cycle is completed.

- **Full Course Design** - 8 to 12 hours per week (112 to 168 hours over a 14-week course development cycle), plus 2 to 6 hours of work for the multimedia, video, and quality assurance development cycle.

Please note that the amount of time will vary weekly based on the course elements being produced and the instructor's knowledge and experience with the course development process.

Instructional Design Team's Hours

The primary instructional designer should expect 8 to 10 hours per week for a 14-week course development cycle. The course reviewer should expect 8 to 20 hours of work for a full course review. The quality assurance reviewer should expect 4 to 6 hours of work to review the functionality and organization of the course. And the continuous quality review should expect between 4 to 6 hours of work including the one-hour meeting.

Media Production Team's Hours

Video Production

Type of studio space and video production equipment:
- Basic equipment
- Green screen equipment
- Lightboard studio

Production hours for two micro-lecture videos:
- Pre-production (2 hours)
- Production (1 hour)
- Post-production (5 to 8 hours)
- Total production time averages (8 to 11 hours)

Multimedia Production

Multimedia production (three to five slides or layers) should take 1.5 to 2.5 hours per media piece (based on 30 minutes per slide or layer of production time).

Service Agreement Conditions

- The services covered in this agreement are provided during normal university business hours (Monday through Friday 9:00am to 5:00pm).
- The timeline of this engagement spans 14 weeks for the initial course development cycle, 8 weeks for multimedia production, video production, and quality assurance review, plus one term for course data analysis for the design and development of one full course design.

Parties:

_____

Instructor (Course Developer)

_____
Date

_____
Co-Instructor (if applicable)

_____
Department Head of Instructor (Course Developer)

Authorized Officers of IDMPS:

_____*Nicole Messier*_____   _____*John R McDermott*_____
Senior Instructional Designer   Media Production Manager

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Executive Director

Amendments

The written provisions contained in this Agreement constitute the sole and entire Agreement made between the Instructional Designer and the Instructor concerning this Work. Any amendments to this Agreement shall not be valid unless made in writing and signed by both parties.