Chapter 7
Procedures for Creating Quality Imagery for E-Learning

ABSTRACT

What features describe a quality digital image for e-learning? From concept to actualization, what steps will likely lead to more effective results? This chapter examines the various aspects of successful digital imagery in various e-learning contexts, and it includes strategies for how to identify quality objectives and to execute to achieve these. This includes ideas on how to make the digital imagery for more identifiable, transferable and usable as a visual object in a digital repository.

CHAPTER OBJECTIVES

• Introduce a 12-step procedure for creating quality imagery for e-learning
• Highlight where raw digital imagery may be collected for processing
• Explore ways to make digital imagery for re-usability (through identifiability, transferability, portability, and usability)

INTRODUCTION

Multiple paths may be used to achieve the same end point of an effective digital image for e-learning. The local realities of users, technologies, and teaching and learning aims, all will affect the creation and deployment of such visuals. The purpose of this chapter, then, is to offer a general procedure for creating quality digital images for e-learning. This will focus on process and the decisions and planning that will likely inform this process.

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The main sequential sections are as follows: Needs Assessment and Environmental Scan, Project Management, Setting Standards for Quality, Development and Production Work, Assessment and Revision, and then Launch and Future Planning. This chapter is organized according to these general engineered workflow sequences.

Any variety of customizations may be made to this process, and steps that have been defined by an organization already may simplify and shorten this planning, development and assessment cycle.

There’s plenty of flexibility here. These steps are not linear ones but rather recursive, with movement between the steps. As procedures are put into place, various steps may be more efficiently achieved or bypassed in future development cycles. This aims to be an encompassing view of this procedure from start to image delivery. The spirit of these procedures is to support freedom of action within quality structures.

A 12-STEP PROCEDURE FOR CREATING QUALITY IMAGERY FOR E-LEARNING

Needs Assessment and Environmental Scan

Step 1: Defining the Project Scope; Evaluating Extant Resources, and Conducting a Gaps Analysis
Step 2: Assessing the Learning Objectives and Learning Situation; Understanding Learners and their Learning Needs
Step 3: Evaluating the Techno

Project Management

Step 4: Building a Team, a Budget and a Schedule

Setting Standards for Quality

Step 5: Setting Ethical, Pedagogical, Cultural, Domain, Aesthetic, and Technological Stylebook Standards

Development and Production Work

Step 6: The Collection of Rich, Raw Materials
Step 7: Intellectual Property Negotiations, Arrangements and Documentation
Step 8: Creating the Learning Images
Step 9: Accessibility Mitigations

Assessment and Revision

Step 10: Alpha and Beta Testing; Revision, Editing and Metadata Labeling