SAMPLE LEARNING SPACE POST:

UNIT 9

Please note that this is a sample Learning Space post to help inspire and guide your own original writing of the assignment. Your assignment does not need to look exactly like the sample, as this sample is just a possible response to the assignment requirements. Be sure to read the discussion requirements and grading rubric, and to contact the instructor with any questions.

LEARNING SPACE POST:

PowToon Media Project: Dealing with Difficult Customers (Revision Plan)

Here is the link to my original “animation” using PowToon: http://youtu.be/J3BSUAIWNwY

I have not edited the digital media project yet, though I plan to. The major reason why I haven’t changed it is because I want to show my employees the final version of the tutorial and then see how their opinion might influence the changes needed to the video. Even without their feedback, though, I have some ideas for revising the video. First, I would like to add audio. Preferably, I would like to add audio narration and sound effects, such as me reading the text as it appears on the screen or the phone ringing. Without any audio, the video seems unprofessional and lacking. I think audio will really catch their attention and help reinforce what they see on the screen, especially for a person who reads slowly and cannot comprehend the text on the screen as it flies by. Second, I would like to build in the company logo. Right now, because I used the free version of PowToon, their logo really stands out on the screen, even though it is in the corner. Since I don’t intend to pay for the software, their logo will remain, but I can change the background of each screen to include my company logo at the top of the screen. I just want to reinforce the company brand in the minds of the audience.

I like that the video is less than two minutes, but I think that another two minutes of information wouldn’t be too long. I might add a quiz at the end, where I give the audience a scenario and ask what they would do. The video would sort of pause for a few seconds (where nothing new comes on the screen) while the audience thinks about their answer, and then I would give the answers on the screen after a few moments. This format reminds me of how I learn....teach me new information and then let me practice using that new information.

Revising the (text) tutorial was labor intensive because it was fairly long (8 pages!) and a lot of text to read; also, moving visuals around a Word document can change the whole layout, which can get frustrating. Revising the digital media project is likely to be challenging also because when you change one slide, you may have to alter the timing throughout the presentation. Based on my experiences creating the video, the software helps make editing intuitive.