

eContent Development

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eContent?



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Electronic content (e-content) which is also known as digital content refers to the content or information delivered over network based electronic devices or that is made available using computer network such as internet. According to Oxford dictionary 'e-content is the digital text and images designed to display on web pages'

Designing and Development of E-content

depends on:

• nature of the content and the learners

• quality and complexity the learning you wish to create



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Models for Instructional Design

- ADDIE model
- SAM (Successive Approximation Model)
- Rapid prototyping
- Dick and Carey
- Guaranteed Learning

ADDIE Means

ADDIE is an Instructional Systems Design (ISD) approach.

A	=	Analysis
D	=	Design
D	=	Develop
I	=	Implement
E	=	Evaluate

Phases of ADDIE Approach

Analyze: Define the needs and constraints

Design: Specify learning activities, assessment and choose methods and media

Develop: Begin production, formative evaluation and revise

Implement: Put the plan into action

Evaluate: Evaluate the plan from all levels for new implementation

Analysis Phase

The analysis phase seeks to determine:

Who your learners are?

The overall goals you are trying to achieve

The overall knowledge, skills, attitudes, and behaviours that need to be taught

The amount and level of content needed

What resources are required and available?

Available existing content

Design Phase

How will the content and activities be sequenced, presented and reinforced?

What skills or outcomes are you hoping to achieve for each?

What methodology will you use to achieve each objective?

What media/resources will be used in the instruction?

How will you assess the students' understanding of the material?

Development Phase

The development stage of the ADDIE model deals with building the content itself. This stage focuses on putting the theories and questions to bed and creating concrete manifestations.

Implementation Phase

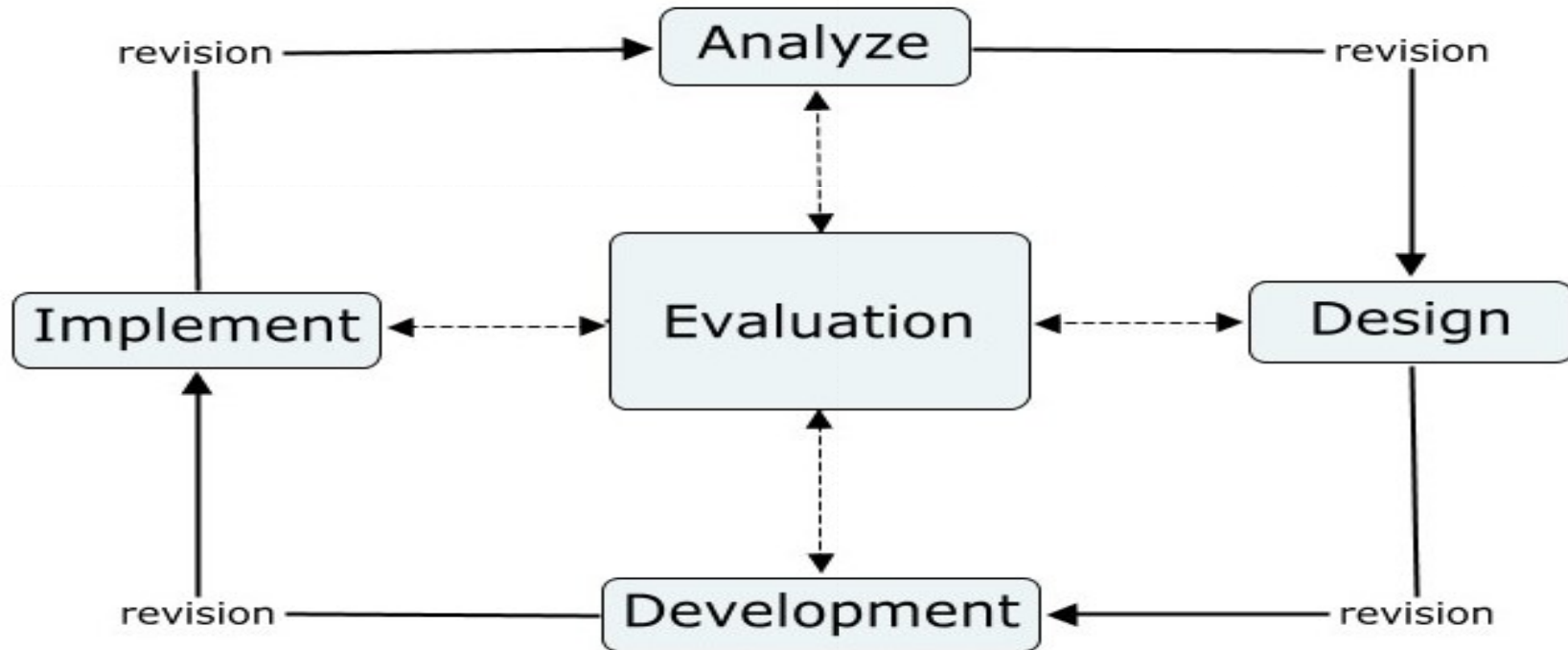
Implementation is the actual delivery of the content. Implementation requires that the elements of the learning environment be identified and teaching strategies developed.

Evaluation Phase

Evaluation of the experience is the last stage of the ADDIE model. It provides information that should be used in any modifications to the eContent.

Evaluation is best done when an independent evaluator takes notes and details issues for resolution.

ADDIE MODEL



Development of E-content

Content Types:

Image

Audio

Video

Document

Interactive

Immersive



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ict/2.4](https://ict/2.4)