


Designing and Development of E-content


Subject: E-content Development

Topic: Designing and Development of E-content

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- ❑ The purpose of e-content development is to create an information rich society.
 - ❑ Every one in the society is empowered to create, receive, share and utilize information for their progress.
 - ❑ Very well designed, developed and validated e-content will provide access to high quality meaningful digital content and serve as an effective virtual teacher.
 - ❑ E-content design, development and approach will depend upon the nature of the content and the learners.

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- ❑ It will also depend on the quality and complexity the learning you wish to create.
 - ❑ Various instructional design models are available according to our requirements.
 - ❑ Most of the models involve the process of analyzing the learner needs and goals of the instructional material development, development of a delivery system and content, pilot study of the material developed, implementation, evaluating, refining the materials etc.
 - ❑ In designing and development of E-content we have to adopt one of the instructional design models based on our requirements.



Phases of e-content development

- In e-content development aspects consists of six phases;
- Analysis
- Design
- Development
- Testing
- Implementation and
- Evaluation



1. **The Analysis Phase:**

- ✓ It is the most important as it identifies area's in our current situation.
- ✓ This phase accountability considered by the views of subject experts, target audiences, objectives and its goals.
- ✓ In this phase, we must know the audience, and their skill, budget of the e-content, delivery methods and its constraints with due dates.



2. The Design Phase:

- ✓ It involves the complete design of the learning solution.
- ✓ It helps to plan of an e-content preparation.
- ✓ In this phase, we must know the planning, use of relevant software; required skills; creative and innovative interactions of subject contents like texts, pictures, videos and suitable animations.



3. The Development Phase:

- ✓ It concerns the actual production of the e-content design.
- ✓ It helps to create the e-content by mixing of texts, audio, video, animations, references, blogs, links, and MCQs (multiple choice questions) with some programming specifications like home, exit, next etc.



4. The Testing phase:

- ✓ It helps to administer the e-content in the actual educational field.
- ✓ In this phase, we must test the spelling mistakes, content errors, clarity of pictures, relevant videos, appropriate audios, timing of animations, and hyperlinks.



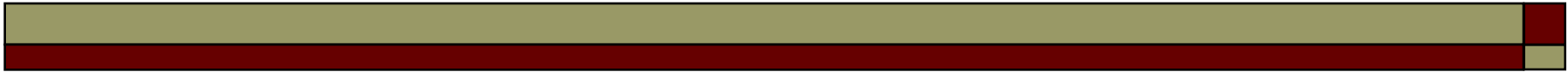
5. The Implementation Phase:

- ✓ It helps to administer the e-content to the target audience.
- ✓ This phase explains how to install and how to use it and their difficulties experienced while using e-content.
- ✓ It checks the product accuracy and quality maintenance.



6. The Evaluation Phase:

- ✓ It helps to satisfy the e-content and its effectiveness.
- ✓ This phase considers feedback from both learners and instructors.
- ✓ After the feed back reactions, the e-content is designed again as post-production for effective delivery of e-content.



THANK YOU