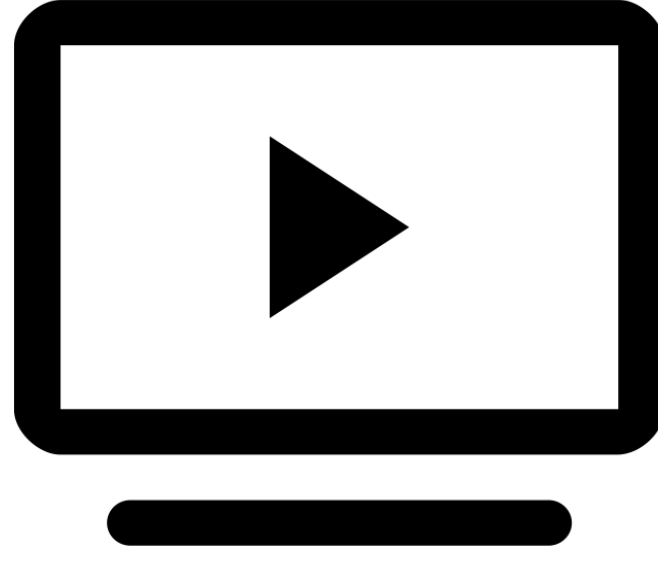


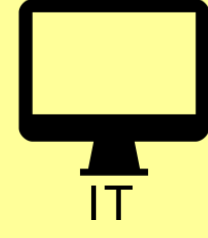
# ODM Build & Review Process

ODMs



- Responsible
- Review & Approve
- Approve
- Informed

## Roles & Responsibilities



### Prep



#### Information Gathering

Instructional Designer (ID) collects background information from SMEs during initial discovery/research.

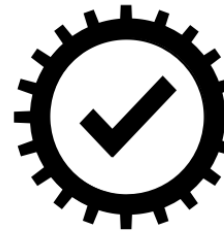
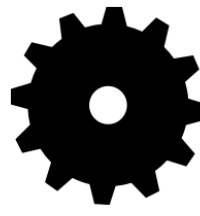
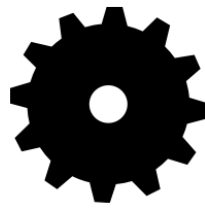


### Iterative Design



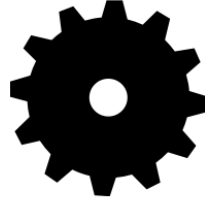
#### Kick-Off Meeting

Meeting with SMEs, Stakeholder(s), and ID to sketch a rough prototype of their desired performance and learning objectives while honing in on their learners' need.



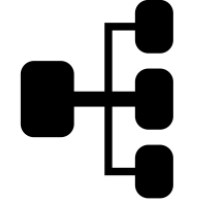
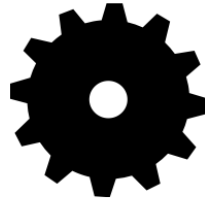
#### Project Plan

The Project Plan contains:  
 -Business Driver (Why)  
 -Learning & Performance Objectives (What)  
 -Recommended Instructional Solutions (How)  
 -Project Communication  
 -Risk Management  
 -Project Schedule  
 -Roles & Responsibilities  
 -Technical Specifications  
 -Roll Out Plan



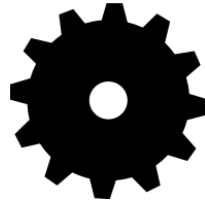
#### Functional Prototype 1 (FP1)

FP1 is an objectives matrix – organizing the concepts critical to supporting the identified performance and learning objectives.



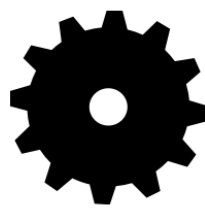
#### Functional Prototype 2 (FP2)

FP2 is a graphic organizer that outlines key elements necessary to address the performance and learning objectives (e.g., mind map, outline, table, etc.).



#### Integrated Prototype (IP)

IP is a storyboard that includes a rough script with examples of proposed visuals and/or themes.



### Iterative Development



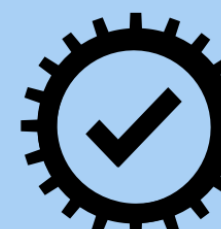
#### Design Proof (DP)

DP is a complete content grid with fully developed script and visual treatments.



#### Alpha

Alpha includes all content utilizing the media intended for the final deliverable.



#### Beta

Beta includes all approved updates requested at Alpha through the QA tool.



#### Gold

Gold includes all approved updates requested at Beta using the QA tool.

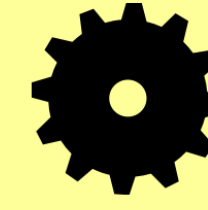
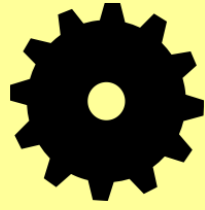


### Roll-Out



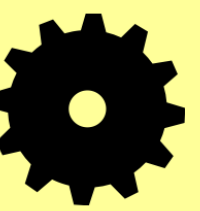
#### Final Deliverable

IDEA encodes and posts the final deliverable of Gold on Brightcove. Once on Brightcove, IDEA sends embed code to IT. IT embeds code in specified location and sends confirmation email to IDEA and MARCOMM.



#### Roll-Out Communication

MARCOMM publishes announcement of final deliverable in specified area. MARCOMM sends confirmation to IDEA team, SMEs, and Stakeholder.



### Review



#### Lessons Learned & Archive Meeting

Lesson Learned Report review and celebration with IDEA team, SMEs, and Stakeholder.

