



# Course Design and Development Services

*For many institutions, the pressure is on to quickly expand the breadth of high-quality online programs offered in order to grow their reach and strengthen student retention. Competition is becoming fierce and learner expectations are high. Yet many institutions lack the time and resources to develop pedagogically sound, engaging online courses quickly.*

**Blackboard’s Enterprise Consulting is now offering Course Design and Development services to help institutions like yours expand and scale your online programs, create courses that are consistent with internal guidelines, and comply with industry-recognized standards for quality and accessibility.**

Online learning that meets the needs of non-traditional and lifelong learners is rapidly transforming the educational world. When distance learning was first introduced, an asynchronous lecture video was acceptable. That’s no longer the case.

Online courses need to be content-rich, engaging and collaborative. Learners acquire and share information through social channels. They’re used to communicating with each other immediately via text, not voicemail or email. Their information vehicles are always available. Today’s learners are digital natives who work, play, collaborate, and interact online—and they expect to learn this way too.

For many institutions, keeping up with an extreme demand for new and expanded online programs is challenging. And trying to design and develop consistently high-quality programs with limited resources and a constrained timetable is often impossible. Our Course Design and Development services support institutions that need help with instructional design, online course and program development and/or efforts to meet quality and accessibility standards. Our approach meets institutions wherever they may be in their online program development.

## Capture the market now with high-quality, engaging courses designed and developed by the experts

Whether you’re looking to move courses from the traditional classroom to a hybrid or fully online model, enhance existing online courses with multimedia and/or Web technologies, or design new online courses from scratch, we can help you get high-quality, pedagogically sound courses to market rapidly.

We approach course design initiatives as both consultants and developers. As online consultants, we guide organizations by bringing proven methods, cognitive research and education, quality rubrics, and experience to the table. As developers, we create learning solutions that engage, deliver, and assess using a methodology customized to your academic learning environment.

Our experienced instructional designers will partner with your faculty and subject matter experts to help you develop a winning strategy—from design and planning, development and transformation, to scalability and sustainability. All work is created uniquely for each client: courses and organic resources are never repurposed. We come with decades of experience and a trusted framework, as well as a broad array of industry-proven methods and standards, so our Course Design and Development services work best for you and your vision.

### **Our course design and development work:**

- Follows proven, effective practices, both institutional and national
- Reflects recognized instructional design theories for successful online learning
- Focuses on industry-recognized quality design standards
- Aligns courses with ADA, Section 508 accessibility requirements

### **We deliver:**

- Recommendations for creating courses for flipped, blended, hybrid, or fully online delivery
- Pre- and/or post-development onsite faculty workshops
- Quality Assurance reviews
- Partnered development with an institution's faculty/SMEs
- Client-specific, custom, organic, high-quality course designs and course development
  - Scripts and storyboards, based on your course content, for digital asset creation
  - Course alignment with ADA, Section 508 requirements
  - Course content that includes Open Education Resources (when available)
  - SCORM-conformant courses (when content includes SCORM packages)
  - Multimedia digital asset creation (optional)

## **The Blackboard experts**

When it comes to online learning, Blackboard's experience and expertise are unparalleled. Our consultants, strategists, and instructional designers bring years of educational experience working with learning communities—universities, colleges, schools, governments, and corporations—around the world to drive the transformation that 21st century learning demands. They come armed with a proven framework and expertise with a broad array of rubric-based standards that will help you fulfill your mission and vision.

## **By partnering with Blackboard to design and develop your online courses, you'll be able to:**

- Bring high-quality courses online more rapidly
- Engage faculty in the course development process
- Easily meet design goals that include high student engagement and interactivity
- Help ensure that your courses are aligned with accessibility standards
- Improve the overall student experience across your programs

Online learning has grown rapidly to the point that it is now a part of every institution's offering. We understand the challenges that come with this quick and often organic growth. With our course design and development services, we can help ensure your online courses will reach today's learners, wherever they are, and engage them in the ways they want to learn.

### **Blackboard.com**

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