

Chalk & Tablet specializes in helping organizations transform abstract ideas into effective learning solutions. Our development processes and associated services are built on the ADDIE Model for instructional design and enhanced by the extensive expertise, experience, and creativity of the Chalk & Tablet team. We tailor every service plan to each partner's unique goals, audience, budget, and desired level of involvement in the development process.



I. Analysis

- Conduct a partner needs analysis
- Conduct target audience analysis
- Conduct Learning Management System (LMS) research and needs analysis
- Analyze and summarize results for partner review and phase II reference.

II. Planning

- Construct effective learning objectives based on Phase I results
- Build a Course Map* based on learning objectives

*A detailed design plan of the course materials, complete with a logically chunked outline of topics with descriptions, and noted delivery formats that align with learning outcomes and audience's needs.

III. Development

- Design/Optimize the LMS
- Develop all course materials* outlined in the Course Map from Phase II

*Chalk & Tablet develops all course materials in-house, including but not limited to:

Content Research, Authoring, & Editing
Game-Based Learning Design

Presentation Creation
HTML Interaction Builds

Video & Animation Production
LMS and Website Design

IV. Implementation

- Design marketing materials and course-related website
- Pilot course materials, collect feedback, and make necessary changes
- Ensure successful delivery of course materials
- Conduct training as needed

V. Evaluation

- Conduct formative evaluations throughout each development phase to ensure quality
- Develop and implement effective course evaluations to collect substantive student feedback
- Apply feedback for continuous course improvement

Overall Project Management

- Provide in-depth project management services to ensure on-time delivery of course materials
- Develop and maintain relationships with subject matter experts to ensure the relevance and quality of all course content