

Policy and Procedures

File naming policy

- The file will start with E: *Editing* or P: *Publish*.
 - Each file will be spaced with a “_”.
- *Legend*: TT: TikTok | YT: YouTube | IG: Instagram FB: Facebook
- Next will be the type; **WR**: Written/Text | **V**: Video | **P**: Photo | **A**: Audio.
- Next will be the hour last modified followed by AM/PM.
- Last will be the year/month/day in number form.
 - **EX**: P-TT_V_10AM_2024_04_28

Workflow Policy

1. Inception:

- a. **Initiation**: The process begins with a request from the client or identification of a need for a new lesson.
- b. **Needs Assessment**: The instructional designer assesses the learning objectives, target audience, and resources required.
- c. **Proposal**: The instructional designer submits a proposal outlining the scope, timeline, and resources needed to develop the lesson.

2. Planning:

- a. **Storyboarding**: A storyboard outlines the lesson structure, content, activities, and assessments.
- b. **Resource Gathering**: Information such as multimedia elements, texts, and references are collected.
- c. **Scheduling**: A timeline is established, considering milestones for drafting, review, editing, and testing.

3. Production:

- a. **Content Creation:** Subject matter experts and instructional designers collaborate to develop lesson content.
- b. **Template Utilization:** Standard templates are used for consistency in design and formatting.
- c. **Drafting:** The lesson content is drafted according to the storyboard.

4. Review and Editing:

- a. **Internal Review:** The drafted lesson undergoes review by instructional designers for accuracy, alignment with objectives, and instructional soundness.
- b. **Client Review:** The client reviews the lesson for alignment with expectations and any necessary revisions are made.
- c. **Editing:** Language, grammar, and formatting are refined by editors.

5. Testing:

- a. **Beta Testing:** A select group of learners tests the lesson for usability, comprehension, and technical functionality.
- b. **Feedback Incorporation:** Feedback from beta testing is incorporated to refine the lesson further.

6. Finalization:

- a. **Approval:** The finalized lesson is approved by the client and the instructional design team.
- b. **Quality Assurance:** A final check ensures all components meet quality standards and accessibility requirements.

7. Publication/Release:

- a. **Packaging:** The lesson is packaged with any accompanying materials such as worksheets, slides, or assessments.
- b. **Distribution:** The lesson is uploaded to the designated platform or LMS for access by learners.
- c. **Announcement:** An announcement is made to stakeholders regarding the availability of the lesson.

8. **Post-Publication:**

- a. **Monitoring and Support:** The instructional design team monitors learner engagement and feedback, providing support as needed.
- b. **Iterative Improvement:** Feedback from learners and instructors informs iterative improvements to the lesson for future iterations.
- c. **Archiving:** The lesson and associated materials are archived for future reference and reuse.



Verbal Explanation:

This workflow policy outlines the step-by-step process for developing and publishing a lesson, ensuring alignment with client expectations, instructional standards, and quality assurance measures.

It begins with the inception stage, where the need for a lesson is identified, and progresses through planning, production, review, testing, finalization, publication/release, and post-publication stages.

Each stage involves collaboration among various stakeholders, including instructional designers, subject matter experts, editors, and clients, to ensure the lesson meets its objectives and is of high quality.

Templates are utilized for consistency, and feedback loops are incorporated throughout the process to iteratively improve the lesson.

Folder and File Organization Policy

1. Folder Structure:

- **Root Directory:** All projects will be organized under the root directory.
 - **Project Type (Ads/Draws, Lessons, Exercises):** Projects will be categorized based on their type to facilitate easy navigation.
 - **Individual Project Folders:** Each project will have its folder within the respective project type directory.
 - **Subfolders:** Subfolders may be created within project folders to further organize files as needed (e.g., Assets, Drafts, Final Versions).

2. File Naming Convention:

- **Formula:** [E/P][*Legend*][Type][*Hour*][Year][*Month*][Day].[Extension]
 - **E/P:** Indicates whether the file is for Editing or Publish.
 - **Legend:** Abbreviation for platform (TT: TikTok, YT: YouTube, IG: Instagram, FB: Facebook).
 - **Type:** Type of file (WR: Written/Text, V: Video, P: Photo, A: Audio).
 - **Hour:** Last modified hour in AM/PM format.
 - **Year/Month/Day:** Last modified date in number form (YYYY_MM_DD).
 - **Extension:** File extension indicating the file type (e.g., .docx, .mp4, .jpg).

3. Project Organization Policy:

- **Ads/Draws:**
 - **Project Folders:** Ads/Draws projects will have their directory.
 - **File Organization:** Files will be organized based on the stages of development (e.g., Concept, Design, Final).
 - **Naming Convention:** Follow the standard file naming convention.
- **Lessons:**
 - **Project Folders:** Lessons will be categorized under the Lessons directory.
 - **File Organization:** Files will be grouped by lesson topics or modules.
 - **Naming Convention:** Adhere to the standard file naming convention.
- **Exercises:**
 - **Project Folders:** Exercises will have their folder within the Exercises directory.
 - **File Organization:** Files will be organized based on exercise type or category.
 - **Naming Convention:** Follow the standard file naming convention.

4. Build Elements Policy:

- **Assets:**
 - **Folder:** A dedicated Assets folder will be created within each project folder.
 - **File Organization:** Assets will be organized by type (e.g., Images, Videos, Audio).
 - **Naming Convention:** Assets will be named descriptively and prefixed with the project name if necessary.
- **Drafts and Final Versions:**
 - **Subfolders:** Within project folders, separate subfolders will be created for drafts and final versions.
 - **File Naming:** Draft files will be marked with "Draft" in the version section of the file name, while final versions will be denoted accordingly.

5. Accessibility and Documentation:

- **Accessibility:** All team members will have access to the root directory and its subdirectories.
- **Documentation:** A README file will be included in each project folder, detailing the folder structure and file naming convention for reference.

This policy ensures consistent and organized filing of projects and their elements across different types, facilitating easy retrieval and collaboration among team members. It promotes efficiency and clarity in managing project assets from inception to completion.

Tagging and taxonomy policy

1. Purpose:

The tagging and taxonomy policy aims to establish guidelines for effectively organizing and categorizing information within an extensive content system. This policy ensures that all content, including ads/draws, lessons, and exercises, is tagged comprehensively to facilitate easy retrieval and navigation.

2. Formulas, Common Abbreviations, and Common Tags:

- **Formulas:**
 - Tag Format:
[Abbreviation][*TagCategory*][TagSubcategory]_[SpecificTag]
 - Example: AD_CAMPAIGN_THEME_Summer2024
- **Common Abbreviations:**
 - AD: Advertisement
 - DR: Drawing
 - LS: Lesson
 - EX: Exercise
 - IMG: Image
 - VDO: Video
 - TXT: Text
 - AUD: Audio
- **Common Tags:**
 - Campaign Themes: Summer2024, WinterPromo, HolidaySale
 - Subject Areas: History, Math, Science
 - Target Audience: Kids, Teens, Adults
 - Skill Level: Beginner, Intermediate, Advanced
 - Content Type: Worksheet, Presentation, Infographic
 - Media Type: Image, Video, Audio

3. Tagging Policy:

- **Ads/Draws:**
 - **Tagging Elements:**
 - Campaign Theme
 - Product/Service Name
 - Target Audience
 - Media Type
 - Date Created
 - **Examples of Tagging:**
 - AD_CAMPAIGN_THEME_Summer2024
 - DR_PRODUCTNAME_ProductX
 - AD_TARGETAUDIENCE_Teens
 - DR_MEDIATYPE_Image
 - AD_DATECREATED_2024_04_28

4. Lessons:

- **Tagging Elements:**
 - Subject Area
 - Lesson Topic
 - Skill Level
 - Content Type
 - Date Created
- **Examples of Tagging:**
 - LS_SUBJECTAREA_Math
 - LS_LESSONTOPIC_AlgebraBasics
 - LS_SKILLLEVEL_Beginner
 - LS_CONTENTTYPE_Presentation
 - LS_DATECREATED_2024_05_02

5. Exercises:

- **Tagging Elements:**
 - Exercise Type
 - Skill Focus
 - Target Audience
 - Media Type
 - Date Created
- **Examples of Tagging:**
 - EX_EXERCISETYPE_Vocabulary
 - EX_SKILLFOCUS_ReadingComprehension
 - EX_TARGETAUDIENCE_Kids
 - EX_MEDIATYPE_Worksheet
 - EX_DATECREATED_2024_05_10

6. Tagging Build Files (Images, Parts, and Pieces):

- **Tagging Elements:**
 - Component Type
 - Project Name
 - Version
 - Date Created
- **Examples of Tagging:**
 - IMG_COMPONENTTYPE_Logo
 - IMG_PROJECTNAME_SummerCampaign
 - IMG_VERSION_v1
 - IMG_DATECREATED_2024_04_30

7. Tagging Best Practices:

- Use consistent abbreviations and formats for tags.
- Tag with both broad and specific categories to ensure comprehensive coverage.
- Review and update tagging periodically to accommodate new content and changes in taxonomy.
- Train team members on tagging procedures to maintain consistency and accuracy.

By following this tagging and taxonomy policy, the content system will be effectively organized, allowing users to quickly locate relevant information across ads/draws, lessons, exercises, and build files.

Structured authoring policy

1. Purpose:

The structured authoring policy establishes guidelines for creating consistent and structured content across ads, lessons, and exercises. This policy ensures that all content follows a standardized format and includes essential variables to enhance clarity and effectiveness.

2. Variables:

- **Title:** A clear and descriptive title that accurately represents the content.
- **Objective:** Clearly defined learning objectives for lessons and exercises or the intended message for ads/draws.
- **Content:** Structured content following a logical flow, including introduction, main body, and conclusion.
- **Media:** Relevant media elements such as images, videos, or audio files to enhance understanding and engagement.
- **Interactivity:** Interactive elements like quizzes, activities, or discussion prompts to encourage active participation.
- **References:** Citations or references to external sources used in the content.
- **Keywords:** Relevant keywords to improve searchability and discoverability of the content.
- **Metadata:** Information about the author, creation date, version number, and other relevant metadata.

3. Content Sharing Guidelines:

- **Ads/Draws:**
 - **Text:** Concise and attention-grabbing messaging that highlights key features, benefits, or promotions.
 - **Media:** Eye-catching visuals or animations to attract viewers and convey the intended message effectively.
- **Lessons:**
 - **Text:** Clear and structured lesson plans with detailed explanations, examples, and learning activities aligned with the objectives.
 - **Media:** Visual aids such as slides, diagrams, or multimedia elements to support the lesson content and enhance understanding.
- **Exercises:**
 - **Text:** Clearly defined instructions for each exercise, along with relevant context or background information.
 - **Media:** Supporting visuals or examples to illustrate concepts and facilitate problem-solving.

4. Structured Authoring Best Practices:

- Use consistent formatting and style throughout all content types.

- Follow a logical structure with clear headings and subheadings.
- Use plain language and avoid jargon to ensure accessibility and understanding.
- Incorporate multimedia elements strategically to enhance engagement and comprehension.
- Review and revise content regularly to ensure accuracy, relevance, and alignment with learning objectives.

By adhering to this structured authoring policy, content creators can develop high-quality and effective content that meets the needs of learners and effectively communicates key messages in ads, lessons, and exercises.