

Design Document

Training Title: Photographing Residents

Business Goal and Problem	Sycamore Valley Senior Living Center social media post interactions will increase by 50% because of the staff taking more aesthetically pleasing and engaging photographs. There have been complaints that our photographs do not look natural and are not aesthetically pleasing. Staff members are not following basic photography rules and are over-editing photographs.
Target Audience	Sycamore Valley Senior Living Center activity directors and assistants. Activity directors have been in the job for a few years while most assistants have only held the job for less than one year. Most directors are 30-60 years old while most assistants are 18-35 years old. Most have not received any photography training.
Learning Objectives	Terminal LOs: <ol style="list-style-type: none">1. Take a photograph using the correct camera mode.2. Pose the residents in a way that looks natural.3. Take photographs using basic photography rules.4. Edit photographs minimally and naturally.
Training Recommendation	Delivery Method: <ul style="list-style-type: none">• eLearning• Storyline Approach: <ul style="list-style-type: none">• Continuous scenario• Performance based assessment
Training Time	20 minutes
Deliverables	<ol style="list-style-type: none">1. eLearning module developed in Articulate Storyline 360 with voiceover narration (.story file)2. Storyboard with script3. Zipped SCORM file4. Job aid
Training	<ul style="list-style-type: none">• Welcome• Navigation

Outline

- Enter Name
- Scenario
- Learning Objectives
- Camera Modes
 - Portrait
 - For taking photographs of people under normal circumstances
 - Action/Sport
 - For taking photographs of people who are moving quickly
 - Night
 - For taking photographs in low light situations
 - Knowledge check
- Posing
 - Hold a prop
 - Looks more natural and relaxes the resident
 - Add movement
 - Twirl hair, move dress, walk back and forth
 - Seated
 - Add pillows behind for better posture
 - Angle them slightly away from the camera
 - Slims the body
 - Gaps between arms and body
 - Slims the arms
 - Shift weight to back foot
 - Slims the body
 - Knowledge check
- Basic Photography Rules
 - Natural Light
 - Use natural lighting whenever possible
 - Rule of thirds
 - place your subject in the left or right third of an image
 - Show examples that have gridlines on the photograph
 - Leading lines
 - lines lead the viewer's eyes through a photograph to the subject
 - Examples: bridges, fences, pathways
 - Framing
 - blocking other parts of the image with something, typically along the edges
 - Examples: looking through a doorway, branches/bushes, archway, a window, hole in a fence, an empty picture frame without the backing
 - Patterns and repetition
 - Patterns or repetition of objects, colors, or shapes
 - Examples: people sitting in pairs of two, everyone wearing green or red, next to a wall of bricks, stones, or slats of wood, shadows falling in a pattern
 - Viewpoint

	<ul style="list-style-type: none"> <ul style="list-style-type: none"> ■ Get a new perspective ■ Higher angle to hide neck wrinkles ■ Lower angle to hide balding ○ Knowledge check ● Editing <ul style="list-style-type: none"> ○ Lighting (shadows & highlights) <ul style="list-style-type: none"> ■ Edit this setting first ■ Decrease or increase brightness of the photograph ○ Increase Vibrance <ul style="list-style-type: none"> ■ Increases the saturation of the dull colors of an image ○ Decrease Noise <ul style="list-style-type: none"> ■ Removes digital noise (pixelation) of an image ● Summary ● Assessment ● Congratulations
Assessment Plan	<p>Level 2 Assessment: There will be a scenario based knowledge check at the end of the first three subtests that gives two tries to pass. There will be a 5 question scenario based quiz at the end requiring 80% accuracy to pass. They will have unlimited attempts to pass.</p> <p>Level 3 Assessment: After 3 months the photographs posted to social media will be reviewed. The observer will be looking for if the basic photography rules were applied and what posing techniques were used. There will be on the job observation where the learner will verbalize the steps they are taking, what camera mode they are choosing, what rules they are applying, and how they are editing.</p>