

# Project Charter for Online Course Development

Course: [Course Name - Course Code]

Program of Study  
[Program Name]

Program Coordinator  
[Program Coordinator Name]

Associate Dean  
[Associate Dean Name]

## Project Team

Project Manager (PM)

Brian Gould

[brian.gould@mohawkcollege.ca](mailto:brian.gould@mohawkcollege.ca)

905-575-1212 ext. 3266

Academic Technology Consultant (ATC)

Jessica Pearce

[jessica.pearce@mohawkcollege.ca](mailto:jessica.pearce@mohawkcollege.ca)

905-575-1212 ext. 4351

Instruction Designer (ID)

**Bernadette Summers**

[bernadette.summers@mohawkcollege.ca](mailto:bernadette.summers@mohawkcollege.ca)

Graphic Designer

**Vicky Gibson**

[vicky.gibson@mohawkcollege.ca](mailto:vicky.gibson@mohawkcollege.ca)

Subject Matter Expert (SME)

[Name]

[Email address, phone number/extension]

## Subject Matter Expert - Schedule of Deliverables

<i>Deliverable</i>	<i>Draft Due Date</i>	<i>Final Due Date</i>	<i>Compensation</i>
<i>Course Learning Outcomes</i>			
<i>Course Outline</i>			
<i>Assessment &amp; Evaluations</i> <i>(instructions, details, &amp; rubrics)</i>			
<i>*Module 1</i>			
<i>Module 2</i>			
<i>Module 3</i>			
<i>Module 4</i>			
<i>Module 5</i>			
<i>Module 6</i>			
<i>Module 7</i>			
<i>Module 8</i>			
<i>Module 9</i>			
<i>Module 10</i>			
<i>Module 11</i>			
<i>Module 12</i>			
<i>Module 13</i>			
<i>Module 14</i>			
<i>Exam Details, Questions &amp; Answer</i> <i>Keys</i>			

*Media Production (video lectures,  
etc.)  
Learning Plan*

\* Module content includes readings, links, videos, lectures, activities, quizzes (instructions, details, questions & answer key),

## Development Team Deliverables

<i>Deliverable</i>	<i>Draft Due Date</i>	<i>Final Due Date</i>	<i>Compensation</i>
<i>Course Build (in eLearn)</i>			
<i>Media Production</i>			
<i>QA Review</i>			
<i>Final Edits and Changes</i>			
<i>Sign Off Meeting</i>			

## Role & Responsibilities

### Subject Matter Expert (SME)

The SME is typically, a full-time or part-time instructor who brings a wealth of disciplinary and industry specific knowledge, terminology, culture, ways of knowing, doing, and teaching to the project team.

### *Summary of SME responsibilities:*

- Curates and develops industry specific learning materials.
- Completes the Course Outline and Learning Plan with guidance of the ATC, ID, and/or CDS.
- Submits all draft and final work using design templates provided by the development team.
- Completes detailed module overviews for every module.
- Collaborates with the ATC, ID, and/or CDS to develop assignment and evaluation strategies, instructions, templates, and rubrics for activities and evaluations, such as assignments, quizzes, projects, exams, discussions, etc.
- Provides copyright and source information for all materials curated for the course (print, images, graphics, multimedia, electronic readings, etc.).
- Creates recorded lectures, videos, and/or multimedia learning assets in collaboration with the ATC, ID, and Graphic Designer.
- Collaborates with the ATC and ID to review and proofread course materials before and after submitting draft and final versions.

### Academic Technology Consultant (ATC)

The ATC brings a combination of Curriculum Design and Instructional Design skills and abilities to the team; such as writing Course Learning Outcomes (CLOs) and Elements of Performance (EOPs) and providing recommendations for instructional design approach/methodology based upon teaching and learning theories appropriate for the subject matter and anticipated learners.

#### *Summary of ATC responsibilities:*

- Provides leadership in writing CLOs and EOPs that are measurable and appropriate for the subject matter and learner needs.
- Maps CLOs with Provincial Vocational Learning Outcomes (VLO) and Essential Employability Skills (EES).
- Guides and assists faculty in the development of Course Outlines and Learning Plans.
- Provides consultation and recommendations for instructional design approach/methodology based upon teaching and learning theories appropriate for the subject matter and anticipated learners.
- Provides relevant technology-enhanced materials to instructors that encourage successful and innovative technology adoption among faculty of all comfort levels and experiences is necessary.
- Provides consultation to ensure Universal Design for Learning (UDL) methodologies are applied to course and program design.
- The ATC remains updated on current trends in teaching and learning and informs instructors how they can employ these within their courses, and guides faculty on maintaining inclusive classrooms, managing classroom behaviour, and providing rich assessment feedback.

### Instructional Designer (ID)

The ID provides consultation and recommendations, in tandem with the ATC, for design approach/methodology based upon teaching and learning theories appropriate for the subject matter and anticipated learners.

#### *Summary of ID responsibilities:*

- Provides expertise in developing authentic assessments and learning opportunities that effectively measure the achievement of intended learning outcomes and elements of performance.
- Provides consultation and recommendations for instructional design approach/methodology based upon teaching and learning theories appropriate for the subject matter and anticipated learners.
- Provides relevant technology-enhanced materials to instructors that encourage successful and innovative technology adoption among faculty of all comfort levels and experiences is necessary.
- Provides consultation to ensure Universal Design for Learning (UDL) methodologies are applied to course and program design.
- Designs and develops online course content in accordance with Web Content Accessibility Guidelines (WCAG) 2.0 and

Accessibility for  
Ontarians with Disability  
Act (AODA) guidelines.

- Demonstrates expertise  
in leveraging full  
functionality of the  
online learning  
environment  
(eLearn@Mohawk).

### Curriculum Design Specialist (CDS) -

The CDS provides consultation to ensure that module elements of performance, course learning outcomes, vocational learning outcomes, and essential employability skills scaffold learning and meet Ontario Ministry of Advanced Education and Skills Development standards. In addition, the CDS provides recommendations for instructional design approaches/methodologies based upon teaching and learning theories appropriate for the subject matter and anticipated learners.

### Media/Graphic Designer

The media/graphic designer provides expertise in creating a unique, professional, user experience for online learners.

#### *Summary of CDS responsibilities:*

- Provides leadership in writing course learning outcomes and elements of performance that are measurable and appropriate for the subject matter and learner needs
- Maps Course Learning Outcomes (CLO) with Provincial Vocational Learning Outcomes (VLO) and Essential Employability Skills (EES)
- Guides and assists faculty in the development of Course Outlines and Learning Plans
- Provides consultation and recommendations for instructional design approach/methodology based upon teaching and learning theories appropriate for the subject matter and anticipated learners

#### *Summary of Graphic Designer responsibilities:*

- Liaises with stakeholders for ideas, input, and feedback regarding program branding.
- Creates program and course branding guides in consultation with stakeholders, the Project Manager, Academic Technology Consultant, and Instructional Designer.
- Designs colour schemes that are attractive, complementary, and meeting WCAG 2.0 accessibility guidelines.
- Chooses approachable typography and font options.
- Develops custom illustrations, graphics, artwork, photography, and images as required.
- Coordinates and facilitates usability testing for course design and delivery.
- 

### Manager of Online Learning and Development

Brian to add a description here.

#### *Summary of PM responsibilities:*

- Coordinates and facilitates project kick-off meetings
- Liaise with internal and external partners
- Collaborates with SME to establish Schedule of Deliverables

- Ensures all parties remain on-time, on-task, on-budget
- Communicates project status to stakeholders
- Liaise with Quality Assurance
- Coordinates and facilitates Course Review and Sign-off Meeting