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LTLE 570 Design and Development of Digital Media

The foundation of instructional design and e-learning incorporates the distribution of digital media elements such as educational posters. An educational poster includes research into the topic, problem solving, decision making, communication of information, locating resources, work with a digital camera, and utilization of powerful software such as Adobe Photoshop; all the while following the foundation principles of PARC. **PARC** stands for proximity, alignment, repetition and contrast. **Proximity** indicates that objects are grouped together suggesting a close relationship with one another and can create a sense of balance, harmony, or even discord. **Alignment** gives organization and meaning to the project. **Repetition** unites the poster to a comprehensive whole and provides a rhythm for the presentation. **Contrast** helps the observer focus attention on the subject while creating visual interest, excitement and drama.

Educational Poster

The objective of my project, an educational poster, is to convey important information to the public about an often overlooked topic. Service Dogs are considered durable medical equipment. Individuals utilizing service dogs have ADA recognized disabilities. Some of the disabilities are obvious but many have hidden disabilities. It is against federal law to discriminate. Service dog teams (the person with the disability and their task-trained service dog) are protected in all places of public accommodation. By highlighting the many jobs service dogs have and underscoring that discrimination is against the law, the poster educates the general population on the different types of jobs service dogs support and how while some disabilities are obvious, many individuals have hidden disabilities. My objective is to incorporate all that I am learning about educational technology including but not limited to: manipulation of high quality images, colors, shapes and appropriate text selections to convey the educational message while following the design rules.

The foundational skills course LTLE 570 provides opportunities to practice and incorporate the processes for the design, development, and distribution with hands-on assignments. LTLE 570 supports the use of technology and multimedia presentations. The course also promotes and promotes professional and academic standards set by the Association for Educational Communications and Technology (AECT). The AECT is a professional association promoting the improvement of instruction through technology through the process of peer-review

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The Americans With Disabilities Act

Task-trained service dog teams shall have access to all places of public accommodation including but not limited to restaurants, schools, stores, hotels and offices. Service dogs have jobs and are considered medical equipment.

Discrimination is against Federal Law.



ADA Hotline: (800) 514-0301 (voice) or (800) 514-0383 (TTY)

Dimensions 16x20