PURDUE AGRICULTURE

Amazing Animal Science:
Using the ARCS Model to Develop an Online Animal Science Course

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Introduction

- Creation of an interactive eLearning module.
- Meets the unique needs of this online course.
- Creating an engaging digital experience for a specific target population.
  - Introductory animal sciences course for students with limited animal experience or background.

Interactive eLessons

- Help to engage and motivate students in online animal science course.
- Utilized Articulate Storyline 2.
  - Over 19 lesson modules.
  - Provide a unique delivery method .
- Multiple Interactive elements were used.
  - Clickable terminology.
  - Videos and still images.
  - Infographics.
  - Scrolling timeline.
  - Interactive images.
  - Discussion questions.
- A short quiz accompanied each lesson to check students knowledge.
  - Score was recorded in Blackboard.

Fig. 1 Module menu for lesson terminology.

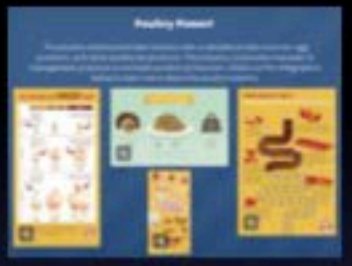

Fig. 2 Infographics are incorporated to communicate 'Relevance' of material.

Fig. 3 Interactive images detailing egg laying birds.

Fig. 4 Images reveal information when cursor is hovered over the image.

Fig. 5 Scrolling timeline used to demonstrate important legislative dates.

Fig. 6 Interactive images which reveal information about the bovine lifecycle.

Purposeful Design

- The ARCS Model of Motivational Design was utilized as the framework to guide the overall focus and strategy selection.
- Strategies, content, and approach were selected based upon the four components of the ARCS Model
  - Attention, Relevance, Confidence, and Satisfaction.
- 'Attention' - a specific strategy to draw learners in and capture their attention.
- 'Relevance' – communicate to the audience the importance of the material and how they will use it in the performance context.
- 'Confidence' – provide the learners with the opportunity to practice the skills or knowledge.
- 'Satisfaction' – Lesson or instructor provide feedback and/or points are earned.
- All lessons had accompanying transcription and audio narrtion.

Future Plans

- Course will be availble to students in Fall 2017.
- Future plans include the collection of data to regarding useability of different features, elements, and delivery method.

References available upon request.