

Course: Instructional Design: Digital Media, New Tools, and Technology

Week 8: Signature Assignment:

All Requirements of the Assignment are included as follows:

**Description of an instructional strategy on how the content can be infused into a learning experience:**

The hit show Shark Tank offers ambitious business owners a chance at their dreams of success. Each episode features several pitches, chosen from among thousands of applicants. But only a few conclude with a Shark taking a bite. I plan to submit my own application to be a participant on Shark Tank soon. Meanwhile, this class has provided me with an excellent opportunity to develop an instructional module that allows me to share my background and help potential Shark Tank participants. I will cover the most important skills that contribute to a successful outcome for potential Shark Tank Participants. The three major tasks required to successfully Land an Invitation to present on Shark Tank will be covered in-depth. The skills learned in this class can be used in any future entrepreneurial endeavor. Intellectual skills will be developed that further enhance Critical Thinking, Problem Solving and Creativity. All three intellectual skills will be utilized in Landing an invitation to Launch a Business Concept on Shark Tank.

The Shark Tank Instructional Module will help the aspiring entrepreneur with being successful. The Module will cover the lowdown on what it takes to get on Shark Tank and how to make your pitch a success. The good news is that even if the entrepreneur does not make it on the show, or get a deal, the skills learned will be beneficial to future entrepreneurial pursuits. Getting on Shark Tank is the single most important step for people who are seeking to benefit from the show. However, they may or may not be able to secure funding from Shark Tank Investors, but there are a lot of other investors that could be pitched on what make the business a valuable investment. As well, even if the participants who manage to make it onto the show fail to secure funding from the Shark Tank Investors, they can benefit from the increased exposure so long as they make no major missteps in the process. The Shark Tank Instructional Module is extremely valuable in this regard.

Design Format of the Instruction: The Shark Tank module will be taught exclusively online in an independent manner allowing the learner to view the course within their own time schedule.

**Development of the following digital content:**

I have developed a brief course module published online that incorporates the following:

1. An Original Digital Screencast Video with closed captioning. (Video is incorporated in module)
2. Enhanced Digital Images. (at least 2 Images are included in the module)
3. An Interactive Module. (An Interactive Quiz is included in the module)
4. A Creative Commons License (C.C. License was included in the module)  
Also, included are:
5. A Digital document (e-book)
6. Open Educational Resources (2 OER's are included)
7. A completed Digital Media Checklist



(Please remember to click the **Captioning** Option in the presentation controls section of the Instructional module to turn closed captioning on)

