



ASAM Education

LI Standard Course Template Guidelines

The **LI Standard Course Template**, presented by the LI Team, will standardize all courses developed in Rise. Create a course description that is consistent across all modules and addresses the purpose of the course.

MODULE OVERVIEW

☰ An Introduction to the LI Standard Course Template

☰ Meet Your Faculty

☰ Technology Walkthrough

MODULE CONTENT

☰ Section 1: Introduction

☰ Section 2: Backgrounds

☰ Section 3: Audio and Video Blocks

☰ Section 4: Check Your Understanding



Section 5: Third Party Tools



Section 6: Miscellaneous Tips

MODULE SUMMARY

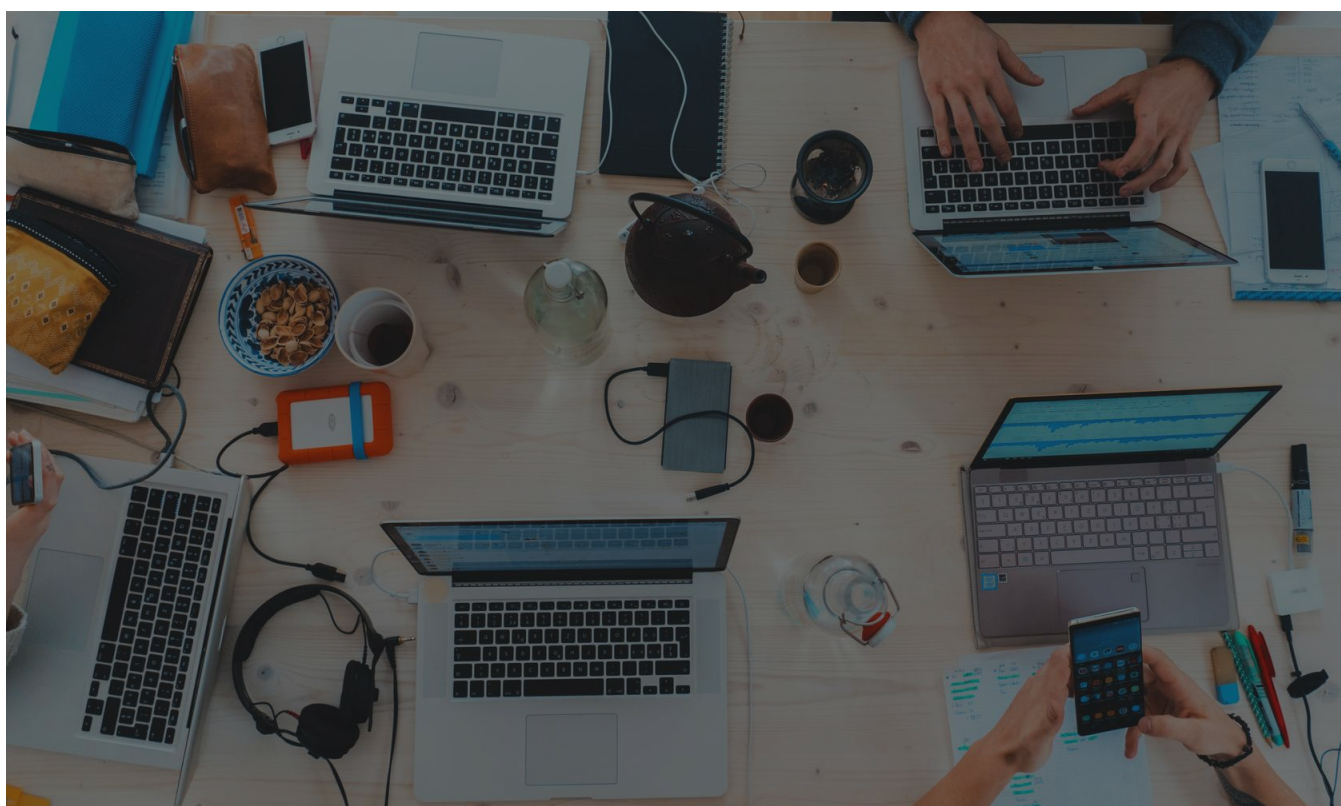


Key Takeaways

An Introduction to the LI Standard Course Template



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About This Template

In order to maintain consistency across ASAM courses, this template should act as a guide and model for all future course creation. Pay close attention to colors, use of backgrounds, fonts, and other layout specificities. While some creative freedom

should always be allowed, be sure to prioritize consistency through development.

Begin all courses with a section that describes your course in detail. Be sure to describe:

- The length of your course.
- The methods of learning and interactivity offered in the course.
- Key learning objectives.

Move on to describe the current module and structure of the following modules.

CONTINUE

Module Introduction

INTRO VIDEO TITLE

TRANSCRIPT

For all videos, label this section with the speaker and their titles. You may create a short description of the topic of the video. Ex.

Speaker Name MD, MBA, FASAM

Chief Medical Officer of BrightView Health, Immediate–past president of the Ohio Society of Addiction Medicine, and serves on ASAM’s Board of Directors as Regional Director, Region IV.



INTRO VIDEO TITLE

TRANSCRIPT

When embedding videos ALWAYS create them with the tab feature. This will allow you to create a tab for the video and a tab for the transcript of the video. For accessibility reasons, all videos should utilize closed captions and a transcript.

Be sure to have all transcripts copy edited before putting them into Rise. Further, label all transcripts clearly in Otter.ai.

CONTINUE

At the end of this module, you will be able to:

1

Create a course that maintains consistent visuals, style, language, and voice.

2

Be sure that all objectives utilize a numbered list; maintain this consistency throughout all course modules.

3

Make sure that all of your modules are structured with consistent language and labels.

CONTINUE

Meet Your Faculty



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Meet the ASAM faculty who helped create this module.



Faculty Name, Titles

Incorporate all faculty working on the course in this section. Use the most up-to-date and approved bios for this section. Note that their name and titles should be size 24 and utilize the color #4280a5.

The picture should be black and white and cropped in a circle to maintain consistency. The size of the cropped faculty photo should be 000x000 pixels.

Note that you can incorporate the faculty block template by adding a new block, going to block templates, and searching "Faculty Bio." See the full example bio below.



Shawn Ryan, MD, MBA, FASAM

Dr. Shawn Ryan was originally trained as an emergency physician at the University of Cincinnati and simultaneously obtained his MBA while completing his residency. For over 13 years, Dr. Ryan has practiced in the Greater Cincinnati area. For part of that period, he functioned as a hospital administrator (Department Chairman of Quality and Patient Safety). During this time, he became aware of heroin/opioid abuse in the region and worked tirelessly to make a difference in his community. In addition, Dr. Ryan serves on numerous regional, state, and national committees/workgroups focused on turning the tide of this epidemic.

He is currently the Chief Medical Officer of BrightView Health, one of the largest providers of addiction treatment services in the Midwest. He is also the immediate past president of the Ohio Society of Addiction Medicine and currently serves on ASAM's Board of Directors as Regional Director, Region IV. He is a member of ASAM's Practice Management and Regulatory Affairs Committee and Billing and Coding Subcommittee.

If you need help with this module, email education@asam.org.

CONTINUE

Technology Walkthrough

TECHNOLOGY HOW-TO

TRANSCRIPT

This video will demonstrate how to navigate the sections in this module.



In this video, we will show you how to navigate our courses.

It is important to pay attention to the browser you use. If you have Windows, you may use the latest version of Google Chrome, Microsoft Edge, Internet Explorer 11, or the latest version of Firefox. If you have a Mac, it is best to use the latest version of Google Chrome, Safari, or Firefox. For mobile devices, you can use safari in Apple iOS 10 or later or Google Chrome in Android OS 4.4 or later.

Each module opens on the menu page to show you an overview of what is covered in the module. Click the start course button to get started. Scroll down the page to read information, and click continue to move to the next screen.

When you see a plus sign, click on it to view more information. Scroll down to view all the text. Click on the minus sign to minimize. Click on flashing icons to reveal information.

When you come across a carousel, click the start button and click the right and left arrows to move through each tab to reveal more information. Click on flashcards to flip them over for more information. Click the play button to watch a video.

You will be required to check your understanding by answering a question. Read the question carefully and select the answer, then click submit. You will receive immediate feedback on your selection.

Throughout the module, you will see audio embedded that you can listen to if you press the play button.

When you come across videos, click on the tab titled "Transcript" to view the written text.

Some slides have audio embedded into them. If you click the play button within the white box, you will begin playing the audio.

We have placed resources to download throughout the module. When you see a resource to download, all you need to do is click on it and wait for it to download.

Once you have finished with your module, you may click the exit button to leave the module.

Contact us with any questions at education@asam.org.

CONTINUE

Section 1: Introduction



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Header Text

Question, Title, Etc

Open your course with a question or brief leading statement. Follow this up with information regarding that statement. Try to give learners information in short

paragraphs that are broken down.

Intersperse your information with interactivity, images, and other elements to break up the text.

Lists

- Use lots of imagery, charts, and graphs. Make sure these are high resolution!
- Try to maintain the ASAM color palette.
- Break up your text with bullets and lists.

Understand the Style Guide

AMERICAN SOCIETY OF ADDICTION MEDICINE

ASAM STYLE GUIDE



TYPOGRAPHY

Whether you are developing a course, a presentation, or a video for ASAM, choose a font from the Lato family. There are three iterations of the Lato font: Lato, Lato Light, and Lato Black. Utilize Lato Light and Lato Black for headers or sections you wish to emphasize. You may also choose to bold or italicize your text for emphasis.

COLOR PALETTE

ASAM utilizes shades of grey, blue, and white throughout most of its courses. Specific courses may have their own accent color, but most content should utilize the hex codes provided to maintain consistency throughout ASAM content.



IMAGERY

Utilize images that have a high resolution to avoid pixelation and lack of clarity. The larger the image size and the higher the resolution, the more clear your image will be. Incorporate relevant and diverse images throughout content for visual impact.

VOICE & TONE

Write in a professional tone and always consider your audience. Learners who take part in ASAM courses are largely taken by professionals in the medical field, people like physicians, nurses, counselors, etc. This should be reflected in all course development. Use active voice.



GRAMMAR & READABILITY

Review proper use of grammar including correct use of titles, punctuation, symbols, and frequently used words. Any small typo can bring a learner out of their concentration so it is important to maintain grammatical accuracy.

INTERACTIVITY

Use all the tools at your disposal! Consider implementing outside resources into your course to address varied learning styles. Incorporating interactive elements to your course can give your learners practice with real world application.



READ FOR CONSISTENCY & A UNIFIED STYLE!





For more information, visit our Learning Innovation Style Guide here: https://asam-my.sharepoint.com/:w:/g/personal/vradhakrishnan_asam_org/EdsjaJ8SxRhLgxs65wbYylcBz8ESfaWzYwTONhDpokr7QA?e=xxl1Hm

CONTINUE

Section 2: Backgrounds



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When do you use background colors?

A note when using background colors. Rule of thumb - use them *sparingly*. The only background colors you should be utilizing is the approved grey, hex code: #f5f5f5 or #d9e6ed. Use it behind interactive portions like flashcards, behind Genially presentations, and videos. If you are using it behind text, make sure that it is something that needs to be emphasized and that you are not stacking blocks with the background.

Please note that if you use a background color, choose one or the other and use it consistently throughout the course you are working on!

Background Do's

- ☐ Use only the grey (#f5f5f5) or blue color (#d9e6ed).
- ☐ Choose a background color and stick with it throughout the course you are working on.
- ☐ Use the background behind interactive blocks such as flashcards.
- ☐ Use the background behind third-party tools such as Genially.
- ☐ Use the background behind embedded videos.
- ☐ Use the background behind text which needs to be emphasized.
- ☐ Use the background sparingly!

Background Do-Not's

- ☐ Do not use background blocks consecutively
- ☐ Do not use any color other than grey (#f5f5f5) or blue (#d9e6ed).
- ☐ Do not use backgrounds behind embedded audio. *Note that this will cause the audio player to be difficult to see.
- ☐ Do not use behind paragraph text which needs no extra emphasis

Example of Interactive Block

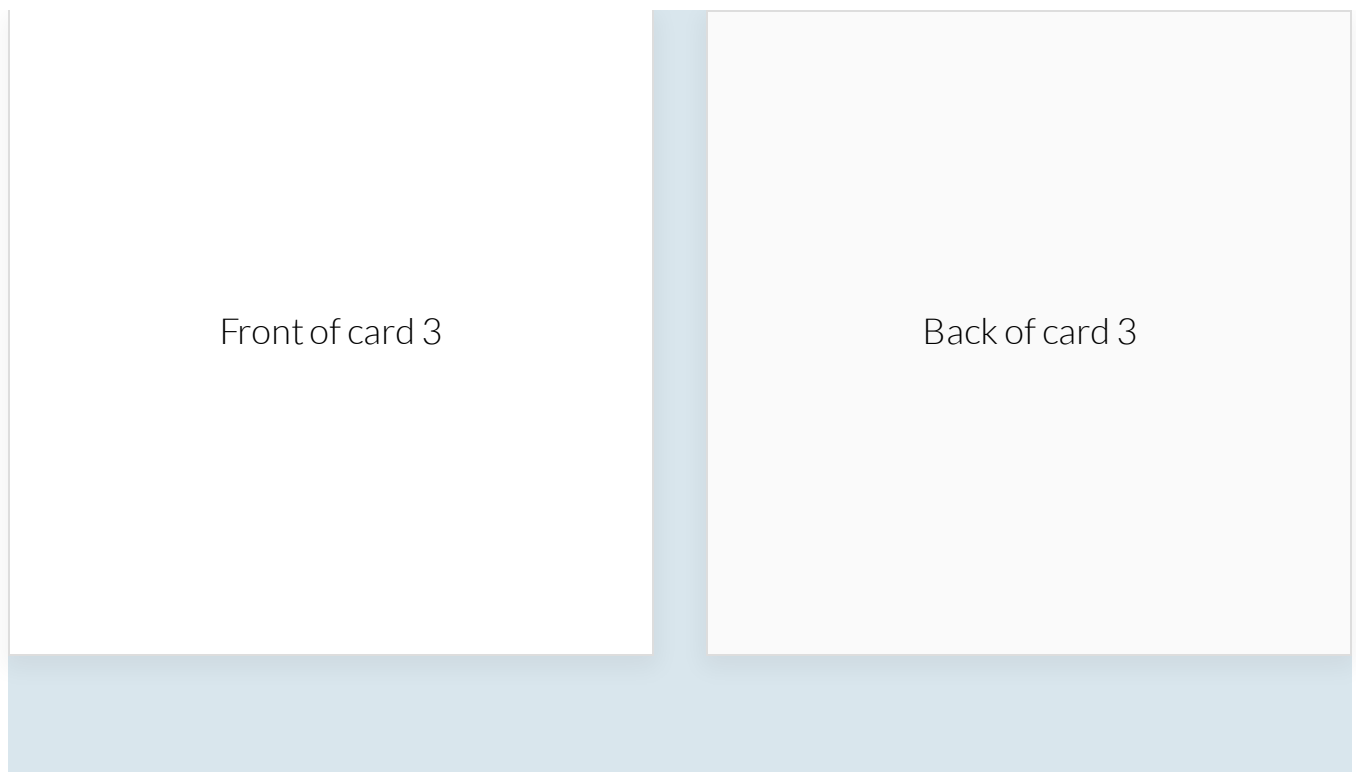
When using flashcards, matching, or other interactive blocks, the grey background works very well to break up and emphasize the activity.

Front of card 1

Back of card 1

Front of card 2





Genially & Other Third-Party Tools

When incorporating third-party tools like Genially, the grey background can also work very well to emphasize their use.

Section 3: Audio and Video Blocks



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How to Add Video

After making sure that your video is properly edited via the Learning Innovation Style guide, you will want to add it to the module. You will want to utilize the 'tab' feature. This is found under the 'interactive' blocks rather than the 'video' block in Rise. The reason you must use the tab block is so that you can input the transcript for the video. All videos require a transcript for accessibility purposes.

Your tabbed video block should also utilize a grey background. Use the hex code: #f5f5f5.

VIDEO	TRANSCRIPT
Your video description should contain the speaker and their credentials as well as the duration of the video beneath it, formatted as it is down below. <i>Example:</i> Shawn Ryan, MD, MBA, FASAM Chief Medical Officer of BrightView Health, Immediate–past president of the Ohio Society of Addiction Medicine, and Serves on ASAM’s Board of Directors as Regional Director, Region IV. <i>Video Duration: 00:00</i>	



VIDEO

TRANSCRIPT

To obtain the transcript for your video, upload the file to Otter.ai. ***Be sure that the transcript has been thoroughly edited in Otter.ai before transferring to Rise.***

Note that the edited transcript should also be used in captioning the video.

CONTINUE

How to Add Audio

To add an audio file, simply choose the multimedia block and then the audio block. The key here is to properly label your audio. Note that you should NOT be utilizing any background behind your audio file. Backgrounds can obscure the audio player controls from the user.



Section 4: Check Your Understanding



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How to Implement Questions

When inserting knowledge check blocks, be sure that they are implemented uniformly. You can use a variety of interactive methods to implement these checks, but make sure that they begin in the same way throughout the course.

To insert a knowledge check, begin with a header block that prefaces the activity itself. It should always be labeled the same: Check Your Understanding.

See the example below for properly implemented a knowledge check block.

Check Your Understanding

Should your knowledge check blocks have any sort of background?

☐ Yes, it should have the grey background.

☐ No, it should remain white.

SUBMIT

Note

When you are implementing knowledge check blocks, use no more than two or three at a time. They should be used to break down information, not to overwhelm the learner with questions. Use them practically and sparingly.

Section 5: Third Party Tools



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Utilizing Third-Party Tools

Third-party tools are a great way to display information and provide a more interactive experience. Often, they can add more dimension to the learner's experience and allow more creativity for the module.

There are many great third-party tools you can implement into Rise. The following are the most popular ones utilized by the Learning Innovation team:

- [Genially](#) - For creating interactive presentations with options for matching, multiple-choice, etc. Lots of sleek, attractive templates to use. Best used for interactivity, lots of options, and easy to implement into Rise.

Section 6: Miscellaneous Tips



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Additional Tips and Tricks

Adding References

References are an essential part of all courses. When referencing tools, articles, medical journals, or other studies, you must always provide the full AMA text citation within a tooltip. You cannot simply provide a title and author name; it **MUST** be the full citation.

When implementing a citation to allow learners to seek this outside source on their own, utilize a Statement Note block. Below is an example of a reference.

Learn More About AMA Citations

Go to the Purdue Writing Lab to learn how to cite in AMA correctly.

PURDUE WRITING LAB



Lab, P., 2021. Introduction // Purdue Writing Lab. [online] Purdue Writing Lab. Available at:

< https://owl.purdue.edu/owl/research_and_citation/ama_style/index.html >
[Accessed 18 August 2021].

CONTINUE

Adding Notes

While most of the time you will be using note box blocks for references as seen above, there will be occasions where you can use them purely for notes that draw emphasis to the learner. In this case, make sure that you are using them for brief, one-two sentence notes rather than full sections. They should be quick lines of information to draw the learner's attention.



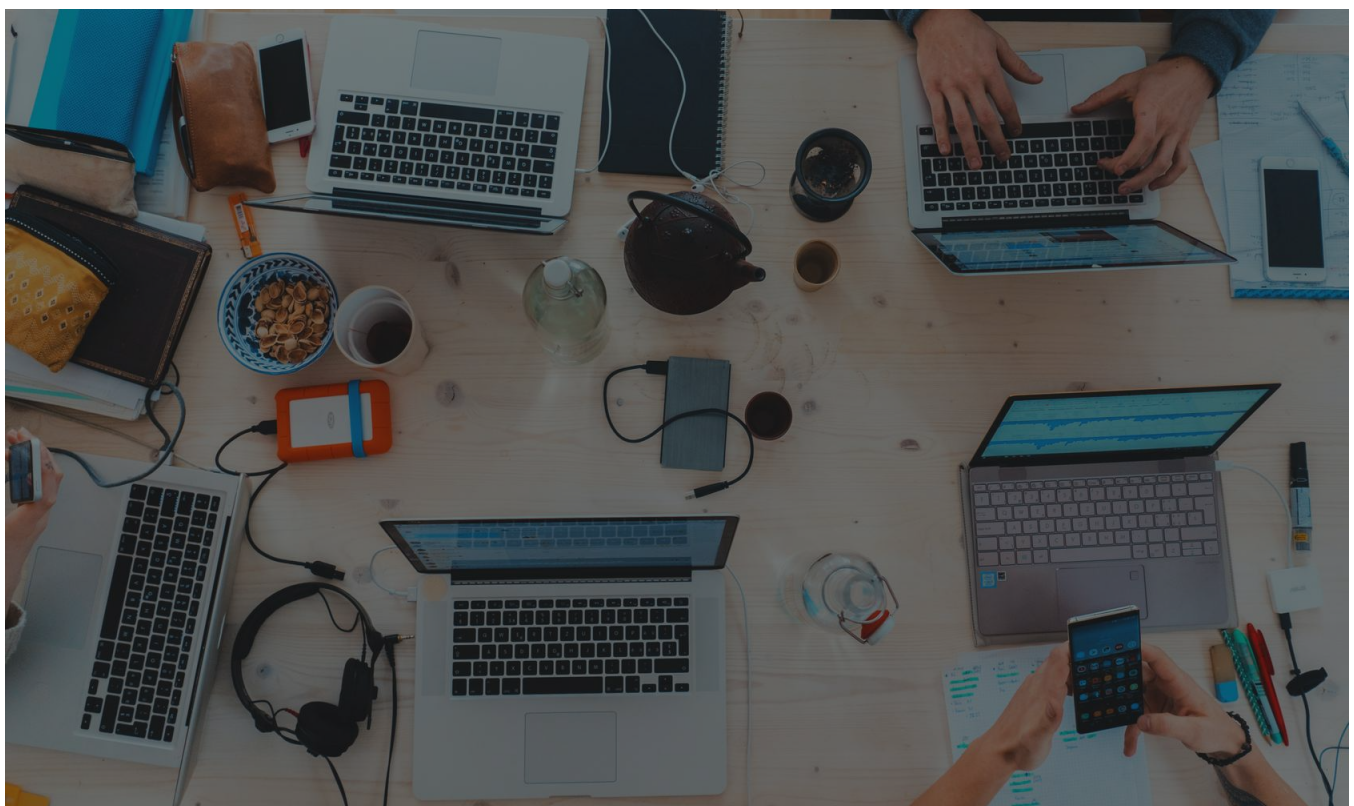
Use note blocks only for quick and necessary information. Keep them short and sweet to achieve full effect.

Labeling Sections

When you create sections in Rise, make sure that each module contains a uniform structure and naming convention. For instance, you begin with a Module Overview – then each module following that should call it Module Overview. Further, if you label the last section Key Takeaways as the last section, make certain that all modules following it also label it Key Takeaways.

Additionally, make sure that all modules follow the same order and structure. If you are unsure, check the preceding modules so that everything remains consistent.

CONTINUE



In this module, we examined the following topics:

1

Understand the style guide.

2

Know when to use backgrounds.

3

Welcome diversions. The most rewarding adventures often start with an unexpected detour. Perhaps that distraction will guide you onward.

In the following video, [Speaker Name] summarizes the key takeaways of this module.

CONCLUDING MODULE

TRANSCRIPT

List the speaker's name and credentials in the description.



CONCLUDING MODULE

TRANSCRIPT

Include the transcript for the video.

CONTINUE