BRITISH COUNCIL

Digitisation / building of online English course to be hosted on Moodle

Specification

Purpose

This contract is for the build of online English language courses for teachers to be hosted on Moodle. There are three courses to be built / digitised:

- **A1: 60 hours of asynchronous, self-access eLearning content including 3 progress tests**
- **A2: 90 hours of asynchronous, self-access eLearning content including 3 progress tests**
- **B1: 90 hous of asynchronous, self-access eLearning content including 3 progress tests**

Requirements

The users of these courses should be able to carry out the following actions:

i. Understand how the materials should be used through introductory text/graphics.

ii. Read/listen to the content and do the associated learning activity (learning activities will be several types of template exercise including, but not limited to, yes/no questions, multiple choice, fill the gap, drag and drop, open-ended questions, sorting etc.)

iii. Use audio and video to answer questions. Where a listening/audio activity is provided, the user should be able to access the full audio transcript

iv. Receive appropriate feedback on correct and incorrect answers (depending on task type)

v. Have multiple opportunities to attempt tasks

vi. See a score at the end of each task and unit

vii. Have their score stored in the LMS for future reference. Users and the British Council can track progress according to reports that include but are not limited to:

o Activity type

o Creation date and time

o Last accessed

o Number of questions answered

o Actual score / percentage score

o First score and last score"

It is important there is user progress reporting functionality with the ability for the British Council to access this data. This may include how learners' answers / states are retained and how their grades flow through to the British Council progress dashboard.

It is also important that the courses are:

viii. Optimised for low connectivity context

ix. A minimum of AA compliance with W3CAG standards on web accessibility, see Annex 3 (British Council's Online Accessibility guide) for more detail.

x. Designed for accessibility on an Android tablet as the primary access. It should also be optimised to work across other devices if needed such as laptops and smartphones.

xi. Incorporating other features as required through input from project manager and material development team.

Approach

- The design, build, and testing will follow an iterative process. For example, proposed design > working alpha of one module > user testing > iterative changes to respond to feedback > working beta of one module > beta testing > working beta of all modules > beta testing and further iterations > final version.

- The example process is an initial suggestion and is subject to change during project planning stage.

- Design and development must follow the Principles for Digital Development defined at https://digitalprinciples.org/

- British Council will retain the right to freely use any activities developed for this product in future product development.

- If additional audio or visual content is required for the proposed solution, this will be sourced by the British Council and not charged under this contract.

- While limitations of context and technology will be recognised, an aspiration to work towards an accessibility AAA standard as per the Web Content Accessibility Guidelines (WCAG), with at least a double AA standard being met as per the British Council's Online Accessibility guide (Annex 3) . Many basic accessibility features that help to make solutions more inclusive already form part of the supplier's general approach to ux design. These include:
  - No reliance on colour alone to convey meaning (a common example to avoid: a frame turns
  green vs. red depending on correct placement of item)
  - Significant colour contrasts (a common example to avoid: use of green and blue as contrasting states)
  - Clear focus indicators for easy use with keys instead of mouse (a common example to avoid: use of very faint drop shadows to indicate a selected state)

- It is accepted that due to certain features, such as listening exercises or drag and drop activities, the nature of the specification is not fully compatible with level AAA WCAG without compromising the general user experience or altering the learning objectives. Therefore, if level AAA becomes a critical requirement, then an alternative AAA version can be delivered separately or incorporated into the core version by creating a profiled user selection screen.

This scope change would generate additional costs that will be negotiated with the contracted supplier should the specification change.

- The end product will need to be tested across all device (mobile/PC/laptop) and associated operating systems, all necessary delivery platforms (with specific version testing), and in high/low connectivity context. The final product will also need to be fully aligned with British Council internal data protection and security requirements.

Online learning specification

- **Standards**: Depending on British Council specifications, the solutions will be either SCORM 1.2 or SCORM 2004 compliant.

- **Screen resolution**: The online learning units will be developed to 1244 x 700 px (16:9), meaning they will be optimized for contemporary screen dimensions.

- **Devices**: The e-learning modules will scale down to adapt to different screen sizes without the need to scroll up and down, unless the browser in use is set to zoom in on content.

- **Authoring tools**: The online learning will be produced using Articulate Storyline 360, Adobe Illustrator and Photoshop.

- **Bookmarking**: Yes.

- **Browsers**: The solution will be compatible with standard Articulate Storyline 360 supported browsers.

- **Video**: Any video materials to be incorporated will be provided by the British Council.

- **Audio**: Any audio materials to be incorporated will be provided by the British Council.

- **Hosting**: The finished deliverables will not be hosted by the successful supplier after delivery. If updates or modifications are made during the term of this agreement, then the successful supplier will reupload the solution for testing and customer review purposes.

- **Deployment**: The successful supplier will not deploy the solution to the end users.

Methodology

A participatory approach to the assignment is required, reflected in a close working relationship between British Council project staff (STELIR academic manager and senior trainer), and the contracted company.

The qualifying training provider will be expected to use their creative, technical, and EFL / training skills in ways that contribute to the completion of the task. Support and feedback will be provided by the British Council project team and this will be a key part of the delivery process.

Location, timing, and duration

The work can take place from any location, with regular email, telephone, and videoconference communication with the STELIR academic team in Kigali, Rwanda. Digitisation will **begin in early April** and the three full course will be completed and final, tested versions shared with the British Council by **30th June 2023,** ready for the courses to begin in July 2023. Exact dates to be confirmed with the successful supplier during the contracting stage.