

Internship Project Proposal

Krista M. Rundiks

1. Student Information

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2. Faculty Internship Supervisor

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3. Worksite Supervisor

- Name: Erika Rundiks
- Company: Recherche Interior Design
- Title: Interior Designer / Principal
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4. Internship Duration

- Capstone 1: 6/1/2020 - 8/16/2020
Phase I: Analysis and Design
- Capstone 2: 8/17/2020 - 10/10/2020
Phase II: Development and Implementation
Phase III: Evaluation of Product

5. Workplace and Background



Recherche Interior Design (ID) is a Denver based company owned and operated solely by principal designer Erika Rundiks. Recherche ID launched the business in the Fall of 2019 shortly after a 15-year 50/50 business partnership ended with her old firm Atelier Interior Design.

Recherche ID offers high-end, exclusive, curated, and custom interior design services and products to Colorado residents and businesses. This involves a minimum budget requirement, design process, curation of product for implementation to achieve a desired aesthetic look, and the management of other professionals to achieve the final project goal.

6. Project Description Based on Needs Analysis

This project will help create new content and a delivery method that will most effectively assist the owner in educating her clients on the design process, services offered, and billing types. A client and owner survey illustrated the need to understand the design process, services offered, and how billing works throughout the entire design process.

7. Purpose of Internship

The purpose of this internship is to produce an instructional design solution that meets client needs using the ADDIE or SAM ISD model. In Phase I, the *Analysis* will be conducted, and *Design* solution will be identified. This will include the topic focus and will describe a necessary instructional design solution. In Phase II, the *Development* and *Implementation* of the product will be completed. This will include the creation and integration of new content into a specified technology. In Phase III, the *Evaluation* of the product will be planned, applied, and reported on. The ultimate purpose of this internship is to demonstrate comprehension and knowledge of instructional design by working on an authentic project from start to completion.

8. Objectives of Internship

- Practice communicating about the instructional design process and set client expectations.
- Identify client and learner needs through analysis and direct communication with client.
- Demonstrate knowledge of the instructional design process throughout each phase of the internship project.
- Illustrate project schedule and deliverables through creating a Gantt schedule spreadsheet and work breakdown structure flowchart.
- Manage time and resources to meet scheduled project milestones.
- Use “Skills Needed by Intern” to create an effective instructional design package for the client.
- Report instructional design evaluation findings to client for review and recommendations for future iterations.

9. Product(s) of Internship

The products created through this internship will consist of:

- An instructional design analysis document that defines the learning problem and learning solution.
- New and updated content developed for the client.
- A WordPress website that integrates the content for the client and user learning.
- A simple formative qualitative evaluation to obtain feedback from the client and intended users of the product.

10. Skills Needed by Intern

The skills I need to complete the instructional design project are:

- Knowledge of the ADDIE and SAM models for design phases and how to incorporate them into a project.
- Ability to create SMART project goals and objectives.
- Knowledge of learning theories, strategies, and principles and how to best apply them to produce an effective instructional design package.
- Knowledge of how to collect data for needs assessment, context, learner, and task analysis elements.
- Expertise to create content with various software applications such as, Adobe Creative Cloud and other various web technologies.
- Ability to be a project manager and use direct communication with the client to plan, schedule, discuss, and present tasks and deliverables.

- Knowledge of ways to assess and evaluate the final product for effectiveness and/or future iterations.

11. Task Outline

Phase 1: Analysis and Design
1) Client Introduction and Project Overview <ul style="list-style-type: none"> a. Overview b. Problem Statement
2) SMART Goals and Objectives <ul style="list-style-type: none"> a. Project Goals b. Project Objectives
3) Methods for Information Gathering <ul style="list-style-type: none"> a. Client Survey b. Business Owner Interview Questions c. Review Document Artifacts d. Client Meetings
4) Needs Assessment <ul style="list-style-type: none"> a. Table of Direct and Indirect Customers
5) Context Analysis <ul style="list-style-type: none"> a. Orienting Context b. Instructional Context c. Transfer Context d. Table of Factors
6) Learner Analysis <ul style="list-style-type: none"> a. Table of Characteristics and Variability Range b. Gaps c. Design Implications
7) Task Analysis <ul style="list-style-type: none"> a. Task Description c. Task Process Table
8) Needs Assessment Results
9) Design Decisions <ul style="list-style-type: none"> a. How to proceed with design
10) Learning Theories Applied
Phase II. Development and Implementation
11) Storyboards / Flowchart
12) Create Content
13) Implement Content into Chosen Technology
14) Instructions for Use
Phase III. Evaluation of Product
15) Product Evaluation <ul style="list-style-type: none"> a. Define Key Evaluation Questions

- b. Determine the model and method of evaluation
 - Pilot testing
- c. Analyze the Data
 - Create report & suggest iteration to product
- d. Present the Results
 - Provide feedback to client

12. How the Project Will be Evaluated

The project will use formative evaluation by the client and instructional designer throughout each phase through virtual meetings that will allow for answering questions, providing feedback, obtaining clarification, and introducing additional information. During Phase III there will be a simple evaluation plan created and conducted for the product. This will focus on qualitative results based on a set of key questions relevant to the client and her customer's needs and may be conducted via survey and through a minimum of three pilot testers. The evaluation findings will be included in a final report format.

13. Schedule and Work Breakdown Structure

See next pages.

Color	WBS Number	Task name / Title	Planned start date	Planned end date	Deadline	Progress (%)	Duration (hours)	Status
	1	Capstone 1 Phase 1: Analysis and Design	6/1/2020	8/16/2020	8/16/2020		80	
	1.1	Client Introduction & Project Overview	6/1/2020	6/14/2020		100		
	1.1.1	Overview	6/1/2020	6/7/2020		100		Done
	1.1.2	Problem Statement	6/8/2020	6/14/2020		100		Done
	1.2	SMART Goals and Objectives	7/25/2020	8/9/2020		75		In Progress
	1.3	Methods for Information Gathering	6/21/2020	8/16/2020				
	1.3.1	Client Survey	6/21/2020	6/28/2020		100		Done
	1.3.2	Business Owner Interview	6/21/2020	7/3/2020		100		Done
	1.3.3	Review Document Artifacts	7/11/2020	7/19/2020		100		Done
	1.3.4	Client Meeting(s)	6/1/2020	8/16/2020		90		In Progress
	1.4	Needs Assessment	7/25/2020	8/9/2020		0		
	1.4.1	Table of Direct and Indirect Customers	7/25/2020	8/9/2020		0		Open
	1.5	Context Analysis	7/25/2020	8/9/2020		0		
	1.5.1	Instructional Context	7/25/2020	8/9/2020		0		Open
	1.5.2	Transfer Context	7/25/2020	8/9/2020		0		Open
	1.5.3	Table of Factors	7/25/2020	8/9/2020		0		Open
	1.6	Learner Analysis	7/25/2020	8/9/2020		0		
	1.6.1	Table of Characteristics and Variability Range	7/25/2020	8/9/2020		0		Open
	1.6.2	Gaps	7/25/2020	8/9/2020		0		Open
	1.6.3	Design Implications	7/25/2020	8/9/2020		0		Open
	1.7	Task Analysis	8/9/2020	8/16/2020		0		
	1.7.1	Task Description	8/9/2020	8/16/2020		0		Open
	1.7.2	Task Process Table	8/9/2020	8/16/2020		0		Open
	1.8	Needs Assessment Results	8/9/2020	8/16/2020		0		Open
	1.9	Design Decisions	8/9/2020	8/16/2020		0		
	1.9.1	How to proceed with design	8/9/2020	8/16/2020		0		Open
	1.10	Learning Theories Applied	8/9/2020	8/16/2020		0		Open
	2	Capstone 2 Phase II. Development and Implementation	8/17/2020	9/17/2020	9/19/2020	0	80	
	2.1	Storyboards / Flowchart	8/17/2020	8/31/2020		0		Open
	2.2	Create Content	8/17/2020	8/31/2020		0		Open
	2.3	Implement Content into Chosen Technology	9/1/2020	9/17/2020		0		Open
	2.4	Instructions for Use	9/18/2020	9/19/2020		0		Open
	3	Capstone 2 Phase III. Evaluation of Product	9/20/2020	10/10/2020	10/10/2020	0	40	
	3.1	Product Evaluation	9/20/2020	10/10/2020		0		Open
	3.1.1	Pilot Testing	9/20/2020	10/2/2020		0		Open
	3.1.2	Report and Suggested Iteration to Product	10/3/2020	10/10/2020		0		Open
	3.1.3	Provide Feedback to Client	10/3/2020	10/10/2020		0		Open

Work Breakdown Structure

Recherche Interior Design Internship



Signature: _____ Date: 7/24/2020

Krista Rundiks (Intern)

Signature: _____ Date: 7/24/2020

Dr. Victor Law (Internship Supervisor)

Signature: _____ Date: 7/24/2020

Erika Rundiks (Client)