

IDT 5015 Design Brief Template

Project Title: Wallerich Company Inc. Safety Training

Scenario/Problem to Solve:

The Wallerich Company aims to improve its safety record in the logging and paper mill industries, positioning itself as a leader in the field. The company adheres to the Occupational Safety and Health Administration (OSHA) standards for all employees, which include Regulation 1960.55(b) for supervisors that includes introductory and specialized courses and materials that enable them to recognize and eliminate, or reduce, occupational and health hazards in their working units. The company has identified five key areas for enhancing safety: **Accident investigation, Back Injury/Safe Lifting, Fall Protection, Eye Protection/Safety, and Emergency Planning.**

Audience: CEO, Board of Directors, and Employees. Most middle to upper management tend to have an undergraduate education. The approximately 500 workers are family members of current and past company employees, and generally have a high school education, with many having only one year of high school education. The company has a loyal following of employees, and careers here are highly sought after in their communities.

Program Performance Path

Learning Objectives/ Outcomes	Moments-That-Matter Applications	Performance Outcomes	Business Rationale
Assess workplace conditions and operational procedures to determine the presence and severity of potential hazards.	Employees will be trained, and then in each department, will identify and assess their working conditions for any potential hazards.	Potential safety problems and hazards will be identified.	Increase productivity, which will increase profits.
Apply OSHA safety standards and company policies when evaluating worksite compliance.	Safety managers will train and evaluate OSHA standards with department supervisors.	Supervisors will have the knowledge and training to follow OSHA and company policies.	No OSHA workplace fines or disruptions in production.
Implement a safety incentive program that encourages employees to follow safe practices and engage in the company's safety culture.	HR will evaluate different types of incentive programs to offer to employees for contributing to a safe culture.	Incentives will decrease lost work hours.	No worker compensation claims will lead to an increase in production or profits.

Design Strategy (Tool explanation):

Using Articulate Rise 360 is most effective with the chosen learning platform as directed by the CEO. It will create learning modules for each employee. These modules will be self-paced and informative, covering OSHA safety requirements. Each module will consist of one of the five major areas: Accident Investigation, Back Injury/Safe Lifting, Fall Protection, Eye Protection/Safety, and Emergency Planning. At the end of each module, we will conduct knowledge checks before the employee can progress to the next module, requiring a minimum score of 70%. This requirement may be adjusted at management's discretion.

Connections to Theories and Principles (Mayer):

Each module will be based on Richard Mayer's multimedia learning principles to help adult employees master essential workplace safety procedures in logging and paper mill environments. Given the high-risk nature of these settings, the Segmenting Principle will be used to break down safety protocols—such as lockout/tagout procedures and the use of protective gear—into manageable steps for clear and focused learning.

The Signaling Principle will guide the use of visual cues in images, animations, and instructional videos to draw attention to critical hazards and safe practices. To prevent cognitive overload, the Coherence Principle will help determine which content to include by eliminating distracting visuals and unnecessary commentary. For tasks that require physical coordination, such as operating cutting machinery or navigating confined spaces, the Modality Principle will support the use of visual demonstrations accompanied by audio narration for greater clarity.

To maintain learner focus, the Redundancy Principle will ensure that voiceovers are not unnecessarily duplicated by on-screen text. These principles will be implemented in Articulate RISE 360 to create an interactive and visually clean module designed for impactful workplace safety learning.

Link to Rise 360 training

<https://baker-university-6323.reach360.com/share/course/0b649d9b-2ad5-481b-ac59-3df01359899c>