

# TRAINING MODULE DESIGN DOCUMENT

Articulate Storyline

## 1. Project Overview

<b>Module Title</b>	GDPR Training. Module 3: Data Breach Protocol.
<b>Date</b>	22/12/2025
<b>Estimated Seat Time</b>	25 minutes
<b>Delivery Platform</b>	Articulate Storyline 360 (SCORM 1.2 / 2004 / xAPI)

## 2. Background & Context

VerityX Solutions is a fictional cloud-based data management company with 1,500 employees across the UK, Spain, Germany, and remote EU locations.

Non-technical staff in sales, marketing, and administration needed a clear, accessible grounding in GDPR — specifically around handling personal data in a tech environment. The challenge was making mandatory compliance training genuinely engaging rather than a passive, box-ticking exercise.

## 3. Learning Objectives

By the end of this module, learners are able to:

- Define personal data as described under GDPR legislation, including less obvious cases such as pseudonymous data
- Identify common risks to personal data in their daily work, including cyber attacks, insider threats, and incorrect data transmission
- Apply the CLIFF framework (Contain, Log, Inform, Find, Fix) to respond appropriately to a data breach

## 4. Target Audience

<b>Primary Audience</b>	Non-technical staff in sales, marketing, and administration
<b>Estimated Number of Learners</b>	250 (across the whole company)
<b>Prior Knowledge</b>	74% of learners described themselves as having 'poor to limited' knowledge of GDPR guidelines.
<b>Technical Access</b>	Desktop/Laptop computer
<b>Accessibility Considerations</b>	WCAG 2.1 AA, captions required, keyboard nav
<b>Language</b>	English (UK) — formal register

## 5. Instructional Approach

### Learning Strategy

To avoid the passive, information-heavy format typical of compliance training, I structured the module around a relatable scenario character — Jade — whose realistic GDPR mistake opens the course and whose resolution closes it. This narrative thread gives learners an emotional anchor and helps contextualise abstract legislation in a recognisable workplace situation.

To support varied learning objectives and maintain engagement across the module's five lessons, I deliberately varied the interaction types: multi-select knowledge checks, clickable information reveals, flashcard consequences, a drag-and-drop sequencing task, branching scenario choices with video feedback, and a free-text action plan submission. Each interaction type was chosen to match the specific cognitive demand of that section — recognition, recall, application, or synthesis.

I also introduced the CLIFF acronym as a memorable framework for breach response, reinforced through multiple activities before the final assessment.

Accessibility was a design priority throughout. I used Subtitle Edit to ensure captions were appropriately chunked to avoid increasing cognitive load, and made deliberate colour palette and layout decisions to create visual cohesion across all on-screen elements.

### Interactivity Model

<b>Key Interaction Types</b>	Drag-and-drop, MCQs, formative assessment
<b>Feedback Strategy</b>	Immediate score, invitation to rewatch instructive videos, formative & summative feedback of written submission.
<b>Multimedia Elements</b>	Audio narration, instructive video, flashcards, click-to-reveal

## 6. Module Structure & Navigation

<b>Number of Lessons / Sections</b>	5 lessons:
<b>Scene Titles</b>	<ol style="list-style-type: none"><li>1. Introduction<ol style="list-style-type: none"><li>a. Introduction slide</li><li>b. Introduction video (hook)</li><li>c. Learning Objectives</li></ol></li><li>2. What is data.<ol style="list-style-type: none"><li>a. What is personal data?</li><li>b. Explainer video</li><li>c. Knowledge check</li></ol></li><li>3. Risks &amp; Consequences<ol style="list-style-type: none"><li>a. Introduction: Risks &amp; Consequences</li><li>b. Risks to personal data</li><li>c. Defining Jade's error</li><li>d. Consequence 1: ID theft</li><li>e. Consequence 2: Financial penalties</li><li>f. Consequence 3: Loss of trust</li><li>g. Consequence 4: Reputational damage</li></ol></li></ol>

	<ul style="list-style-type: none"> <li>h. Consequence 5; Operational disruption</li> <li>i. What to do?</li> </ul> <p>4. CLIFF</p> <ul style="list-style-type: none"> <li>a. Correct Response to data breach</li> <li>b. The correct response</li> <li>c. CLIFF</li> <li>d. Drag &amp; Drop knowledge check</li> <li>e. Jade's first step</li> <li>f. Jade's resolution</li> </ul> <p>5. Final Task</p> <ul style="list-style-type: none"> <li>a. Final task</li> <li>b. Scenario knowledge check</li> <li>c. Scenario plan task</li> <li>d. Module complete!</li> </ul>
<b>Navigation Mode</b>	Linear with some opportunities to return to instructive videos
<b>Progress Indicator</b>	Sidebar menu
<b>Revisit / Resume</b>	Learner can resume where they left off

## 7. Assessment & Evaluation

### Knowledge Assessment

<b>Assessment Type</b>	Embedded knowledge checks, final formative written submission
<b>Number of Questions</b>	5 questions
<b>Question Formats</b>	drag-and-drop, MCQ, written submission
<b>Retake Policy</b>	Unlimited retakes, sometimes after rewatching instructive video
<b>Completion Trigger</b>	Complete written submission

### Evaluation Plan

<b>Kirkpatrick Level 1 — Reaction</b>	End-of-module questionnaire for learners.
<b>Kirkpatrick Level 2 — Learning</b>	Formative writing task at the end of the module tests understanding and usage of the CLIFF framework covered in the unit. Knowledge checks at the end of each lesson in the module allow for learning to be tracked at each stage.
<b>Kirkpatrick Level 3 — Behaviour</b>	Given the module focus on reacting to a data breach, ideally there would be no opportunity to test its efficacy. That said, a brief follow up task would be sent after 30 days, providing a scenario for learners to apply the CLIFF framework to. This follow-up task is included in the deliverables for the module.
<b>Kirkpatrick Level 4 — Results</b>	As previously stated, the nature of a module on data breaches means that obtaining data in order to see the result on the company as a whole would be very difficult. Future company audits would be one potential method for measuring this.

## 8. Visual & Brand Design

<b>Colour Palette</b>	Primary: #9ccc99 Secondary: #3d4294, #000000 Neutral shades: #ffffff, #a6856a
<b>Typography</b>	Creto Display Black – used for headings. Alte Haas Grotesk – used for body text.
<b>Tone &amp; Voice</b>	Professional
<b>Slide Dimensions</b>	16:9 — 1280 × 720 px
<b>Accessible Contrast</b>	All text meets WCAG AA contrast ratio
<b>Asset Sources / Notes</b>	Images taken from Vyond videos

## 9. Technical Specifications

<b>Authoring Tool Version</b>	Articulate Storyline Demo
<b>LMS / Hosting</b>	Netlify
<b>File Size Target</b>	< 100 MB published package

## 10. Project Management

### Roles & Responsibilities

<b>Instructional Designer</b>	Michael Grew
<b>Subject Matter Expert (SME)</b>	N/A
<b>Stakeholder / Approver</b>	N/A
<b>Graphic Designer</b>	N/A
<b>Voiceover Artist</b>	Elevenlabs