eLearning Course Storyboard

Aloura: Brand Guideline Alignment (Articulate Rise 360)

Aloura
Skin in its Best Light

Global Developer & WCAG Notes: Backgrounds: Pure White (#ffffff). Primary Accents: #7d4e4c (Terracotta) & #525d43 (Palm). Typography: Essonnes Display (Headers), Seismic Latin (Body, min 16px). Accessibility: Strict 4.5:1 contrast ratios, explicit alt-text, and full keyboard navigability (Tab/Enter). Cognitive Load Mitigation: Strategic visual dividers (Clay #a2766a) are utilized between all major modules based on formative evaluation data.

Module	*Visuals & UI Layout*	*On-Screen Text & Audio*	*Interaction & WCAG Actions*
Module 1 Brand Foundations	**Hero Intro Block** **Layout:** Clean, distraction-free white background. **Visual:** Centered Aloura botanical badge. *Alt: "Aloura botanical logo and tagline."*	**H1:** Skin in its Best Light: Foundations **Body:** Welcome to Aloura. Our brand is built on authenticity—we don't mask, we nourish what is already there. Explore our foundational pillars before moving to execution.	**Action:** Learner reads intro and clicks "Start Module" button. **WCAG:** Focus order natively begins on H1, reads introductory text, and tabs directly to the primary action button.
Module 2 Visual Execution	**Labeled Graphic** **Layout:** Two-column asset showcase. **Visual:** Mockup of an official social media feed. *Alt: "Social media feed highlighting correct asset placement."*	**Instruction:** Click the interactive markers to examine our core brand assets in context. **Marker Text:** Explains color palette usage (Terracotta, Palm, Sap) and logo placement rules on light vs. dark backgrounds.	**Action:** Click-and-reveal hotspots. All 4 hotspots must be explored to unlock progress. **WCAG:** Hotspots fully keyboard operable with explicit ARIA labels.
Module 3 Finding Our Voice	**Scenario Branching** **Layout:** Full-width text with quotation callout blocks. **Visual:** Customer service reply interface mockup.	**Scenario:** A customer comments: "I love this product, but is it worth the price?" **Choice A:** "BUY NOW on sale today only! 🚨" **Choice B:** "We focus on science-backed, real ingredients to support your skin's vitality."	**Action:** Learner selects a response. **Feedback:** Selecting Choice B triggers positive reinforcement explaining the use of approved brand vocabulary ("vitality," "real ingredients").

Module	Visuals & UI Layout	On-Screen Text & Audio	Interaction & WCAG Actions
Module 4 AI Social Analyzer	**Interactive Embed / Widget** **Layout:** Embedded Replit iframe interface. **Visual:** Custom Claude AI Social Media Evaluator widget.	**Instruction:** Draft a mock Instagram caption below. Use our custom AI Analyzer tool to verify whether your copy aligns with Aloura's nurturing tone and vocabulary rules.	**Action:** Learner inputs text into the embedded app, clicks 'Analyze', and receives instant automated feedback. **WCAG:** Iframe configured with accessible title attribute and seamless keyboard focus trapping.
Module 5 Studio Synthesis	**Multi-Step Scenario & Certificate** **Layout:** Comprehensive campaign brief container. **Visual:** Downloadable Certificate graphic asset.	**Brief:** Construct a synchronized three-day campaign across website, Instagram, and X. **Completion:** Upon successfully matching all assets, learners unlock their personalized Brand Alignment Certificate.	**Action:** Multi-choice drag-and-drop or selection activity. Passing score unlocks PDF download link. **WCAG:** Download button includes clear file-type and accessible label.