

Storyboard

SOC 101 Module 1: Thinking Sociologically

Sample storyboard by Sara E. Foy. The course and institution are fictional and shown for portfolio purposes. Companion to the SOC 101 course design document.

Version	Draft 1 for faculty review
Reviewers	Faculty lead (content), accessibility specialist
Review due	Five business days after delivery
Build tools	Articulate Rise and Storyline, Blackboard Learn

How to Use This Document

- Each table is one screen. Screen numbers follow module.topic.screen; for example, 01.02.02 is Module 1, topic 2, screen 2.
- On-screen content is exactly what learners will see. Narration is the voiceover script.
- Programming and navigation notes appear in gray italics. They direct the developer and do not appear on screen.
- Accessibility notes list what each screen needs to meet WCAG 2.1 AA.
- Please add comments in the Reviewer notes row, or use Word comments on specific text.

Screen List

Screen	Title	Type / tool	Status
01.00.00	Module 1 welcome	Rise lesson: text + video	In review
01.01.01	What is sociology?	Rise lesson: text + image	In review
01.02.01	The sociological imagination	Video: animated mini-lecture (6 min)	In review
01.02.02	Activity: Personal or social?	Storyline: drag-and-drop sort	In review
01.02.03	Discussion 1	Canvas discussion	In review
01.03.01	Three ways of seeing	Rise lesson: tabs	In review
01.03.02	Practice: One case, three lenses	Storyline: click-to-reveal	In review
01.03.03	Module 1 knowledge check (sample items)	Canvas quiz (8 items)	In review
01.04.01	Module 1 wrap-up	Rise lesson: text	In review

Screens

01.00.00 Module 1 welcome

Section	Introduction
Screen type / tool	Rise lesson: text + video
On-screen content	<p>Module 1: Thinking Sociologically</p> <p>Why do some problems feel personal but affect millions of people? This week you'll learn to see the social patterns behind everyday life.</p> <p>By the end of this module, you will be able to:</p> <ul style="list-style-type: none"> • Define sociology and explain how it differs from other social sciences • Use the sociological imagination to connect a personal experience to a broader social pattern • Compare functionalism, conflict theory, and symbolic interactionism • Apply each perspective to an everyday situation <p>This week's checklist</p> <ul style="list-style-type: none"> • Watch: Welcome video (4 min) • Read: Open textbook, chapter 1, sections 1–2 • Do: "Personal or social?" activity • Post: Discussion 1 (initial post by Thursday, replies by Sunday) • Check: Module 1 knowledge check
Narration / audio	(Instructor, on camera) Welcome to SOC 101. I'm glad you're here. Sociology asks a simple question with big answers: how does society shape our lives, and how do we shape society? This week we'll practice a new way of seeing, one you'll use for the rest of the course.
Visuals and media	Instructor welcome video, 16:9, filmed in office setting. Course banner image (city street, wide shot, royalty-free).
Programming / navigation	<i>Checklist items are Rise checkbox blocks that save progress.</i> <i>Video plays on click; no autoplay.</i>
Accessibility	<ul style="list-style-type: none"> • Video has corrected captions and a downloadable transcript. • Banner image is decorative (empty alt text).
References	None
Reviewer notes	

01.01.01 What is sociology?

Section	1.1 What is sociology?
Screen type / tool	Rise lesson: text + image
On-screen content	<p>Sociology is the systematic study of society and social interaction. Sociologists look for patterns: how groups, institutions, and cultures shape what people do, believe, and expect.</p> <p>Sociology compared with related fields</p> <ul style="list-style-type: none"> • Psychology focuses mainly on the individual mind. • Economics focuses on how resources are produced and exchanged. • Sociology focuses on groups, relationships, and social structures.
Narration / audio	None (text screen).
Visuals and media	Three-column graphic comparing psychology, economics, and sociology, with a simple icon for each (person, coins, group of people).
Programming / navigation	<i>Build the comparison as a Rise "process" or accordion block, not an image of text.</i>
Accessibility	<ul style="list-style-type: none"> • If the graphic is an image, include the full comparison in the alt text or as text below it.

References	OpenStax, Introduction to Sociology 3e, chapter 1.1
Reviewer notes	

01.02.01 The sociological imagination

Section	1.2 The sociological imagination
Screen type / tool	Video: animated mini-lecture (6 min)
On-screen content	<p>The sociological imagination</p> <p>C. Wright Mills described the sociological imagination as the ability to see the connection between personal experience and the wider society.</p> <ul style="list-style-type: none"> • A personal trouble affects one person and their immediate circle. • A public issue affects many people and comes from how society is organized.
Narration / audio	<p>When one person can't find a job, that's a personal trouble. When millions of people can't find jobs at the same time, it's a public issue. Sociologist C. Wright Mills called the ability to see this connection the sociological imagination.</p> <p>As you watch, think of something in your own life that felt personal. Could it also be part of a bigger pattern?</p>
Visuals and media	Animated (Vyond): one character looking at job listings; camera pulls back to show a crowd of people doing the same; on-screen labels "Personal trouble" and "Public issue."
Programming / navigation	<i>Video embedded from the course media library. Learner can pause, replay, and change speed.</i>
Accessibility	<ul style="list-style-type: none"> • Corrected captions; transcript linked below the video. • On-screen labels are also spoken in the narration.
References	Mills, C. W. (1959). The Sociological Imagination. OpenStax, Introduction to Sociology 3e, chapter 1.1
Reviewer notes	

01.02.02 Activity: Personal or social?

Section	1.2 The sociological imagination
Screen type / tool	Storyline: drag-and-drop sort
On-screen content	<p>Personal or social?</p> <p>Drag each situation to the category that best describes it. Some situations could fit both; choose the one that best explains the cause.</p> <p>Items (correct category)</p> <ul style="list-style-type: none"> • A student misses class after oversleeping. (Personal trouble) • Rent in the city rises 30% in five years and many families move away. (Public issue) • A worker is laid off when a local factory closes. (Public issue) • A friend forgets your birthday. (Personal trouble) • Many recent graduates move back in with their parents. (Public issue) • A person sprains an ankle playing basketball. (Personal trouble)
Narration / audio	None.
Visuals and media	Two labeled drop zones ("Personal trouble," "Public issue") and six item cards. Neutral color palette; correct/incorrect shown with icon and text, not color alone.
Programming / navigation	<i>Submit after all items are placed. Correct items lock in place; incorrect items return with feedback. Two attempts, then show answers.</i>

	<p>Feedback (all correct) <i>Nice work. Notice that public issues affect many people at once and come from how society is organized, not just individual choices.</i></p> <p>Feedback (some incorrect) <i>Look again at the items that returned. Ask yourself: is this happening to many people for the same reason?</i></p>
Accessibility	<ul style="list-style-type: none"> Keyboard alternative: each card has a “Personal / Public” button pair, so the activity works without dragging. Focus order follows the item list; screen reader announces results.
References	None
Reviewer notes	

01.02.03 Discussion 1	
Section	1.2 The sociological imagination
Screen type / tool	Canvas discussion
On-screen content	<p>Discussion 1: From personal trouble to public issue</p> <p>Describe a challenge you or someone you know has faced (you can keep details general). Then explain the public issue that might be behind it. Use the term “sociological imagination” in your post.</p> <ul style="list-style-type: none"> Initial post (150–200 words) by Thursday Reply to two classmates by Sunday: what other social factors might be involved?
Narration / audio	None.
Visuals and media	None.
Programming / navigation	<i>Graded discussion, 20 points, rubric attached. Students must post before seeing others’ posts.</i>
Accessibility	<ul style="list-style-type: none"> Students may post text, audio, or video (with captions or a transcript).
References	None
Reviewer notes	

01.03.01 Three ways of seeing	
Section	1.3 Theoretical perspectives
Screen type / tool	Rise lesson: tabs
On-screen content	<p>Sociologists use theoretical perspectives as lenses. Each lens brings different questions into focus.</p> <p>Functionalism Society is like a body: each part has a function that keeps the whole stable. Asks: What purpose does this serve?</p> <p>Conflict theory Society is shaped by competition over power and resources. Asks: Who benefits, and who loses?</p> <p>Symbolic interactionism Society is created through everyday interactions and shared meanings. Asks: What does this mean to the people involved?</p>
Narration / audio	None (text screen).
Visuals and media	Tab icons: gears (functionalism), balance scale (conflict), speech bubbles (symbolic interactionism).

Programming / navigation	<i>Rise tabs block; learner opens each tab. Continue button unlocks after all three tabs are viewed.</i>
Accessibility	<ul style="list-style-type: none"> • Tabs are keyboard accessible; icons are decorative.
References	OpenStax, Introduction to Sociology 3e, chapter 1.3
Reviewer notes	

01.03.02 Practice: One case, three lenses

Section	1.3 Theoretical perspectives
Screen type / tool	Storyline: click-to-reveal
On-screen content	<p>Case: A new school dress code A high school introduces a strict dress code. Choose a lens to see how a sociologist using that perspective might explain it.</p> <p>Functionalism (revealed) The dress code reduces distractions and creates a shared school identity.</p> <p>Conflict theory (revealed) Rules may be enforced more often against some groups of students, and families with less money may struggle to buy approved clothing.</p> <p>Symbolic interactionism (revealed) Clothing carries meaning. Students may use small details, like shoes or accessories, to express identity within the rules.</p>
Narration / audio	Optional audio of each explanation (voiceover).
Visuals and media	Illustrated school hallway with three lens buttons. Each reveal shows a short explanation panel.
Programming / navigation	<i>Learner selects lens buttons in any order. After all three, a reflection prompt appears: "Which lens best explains your own school experience?" (open text, not graded).</i>
Accessibility	<ul style="list-style-type: none"> • Buttons have descriptive labels; panels are read in order by screen readers.
References	None
Reviewer notes	

01.03.03 Module 1 knowledge check (sample items)

Section	1.3 Theoretical perspectives
Screen type / tool	Canvas quiz (8 items)
On-screen content	<p>Question 1 of 8 A sociologist asks, "Who benefits from this policy, and who is left out?" Which perspective is she using?</p> <p>✗ Functionalism ✓ Conflict theory ✗ Symbolic interactionism</p> <p>Question 2 of 8 Which example best shows the sociological imagination?</p> <p>✗ Deciding to study harder after a low test score ✓ Noticing that many students in your town work two jobs and asking why ✗ Choosing a major based on personal interests</p>
Narration / audio	None.

Visuals and media	None.
Programming / navigation	<p>Feedback, question 1 <i>Correct: Conflict theory focuses on power, resources, and who benefits. Incorrect: Review “Three ways of seeing” (01.03.01).</i></p> <p>Feedback, question 2 <i>Correct: You connected an individual experience to a pattern affecting many people. Incorrect: The other options focus on individual choices only.</i> <i>Unlimited attempts; highest score kept. Questions and answers shuffle.</i></p>
Accessibility	<ul style="list-style-type: none"> Feedback refers learners back to the screen where the concept is taught.
References	None
Reviewer notes	

01.04.01 Module 1 wrap-up	
Section	Wrap-up
Screen type / tool	Rise lesson: text
On-screen content	<p>Key takeaways</p> <ul style="list-style-type: none"> Sociology studies the social patterns that shape individual lives. The sociological imagination connects personal troubles to public issues. Functionalism, conflict theory, and symbolic interactionism are three lenses for analyzing the same situation. <p>Looking ahead In Module 2, you’ll learn how sociologists gather evidence, and how to judge whether a claim you see online holds up.</p>
Narration / audio	None.
Visuals and media	None.
Programming / navigation	“Continue to Module 2” button unlocks after the knowledge check is submitted.
Accessibility	None beyond standard text formatting.
References	None
Reviewer notes	