



## CONSTRUCT CASE STUDY - WORKFORCE

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# FOOD ARMOR

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Harnessing knowledge across organizations for authentic, informative development and certification solutions



# Construct

# 12 COURSES CREATED

With up to 80 minutes of produced video  
and 24 minutes of motion graphics

**Partnership Length: January 2019 - Present**



**Food Armor  
Headquarters:  
Madison, WI**

- 70 days to migrate course content
- Improved learner information retention due to learning design integration
- Rejuvenated training courses and content delivery
- Delivery of new tangible assets and insights for program improvement

## ABOUT FOOD ARMOR

[The Food Armor Foundation](#) provides antimicrobial stewardship education and solutions through establishing vet-farm-supply chain partnerships and research-informed frameworks for practice. Their program consists of six sections, which ultimately teach the ensurement of transparent and proper use of drugs on farms. Receiving training through these courses lead to accreditation and continuing education for food animal veterinarians. Before our partnership, Food Armor was limited to administering this program in-person only, face-to-face with learners, on nearby farms.

## CHALLENGES

“We wanted to expand reach beyond the audience that we currently had. We used to do everything in person so we were limited geographically... we were limited by staffing, costs of travelling to learners, and the resources we needed to expand more. Outside of reach, we knew we needed to rejuvenate our courses as we came to realize that our program was never actually structured toward the proper training of our learners. The biggest thing really is that we often just throw content and knowledge up on slides in order to check the box. We received feedback from learners and realized that retention and use of principles was not very effective- we hadn't provided them an effective way to obtain that.”

**-KATIE MRDUTT**  
**Executive Director,**  
**Food Armor**



# PARTNERING WITH Construct

Upon pursuing a LMS, Food Armor discovered Bridge by Instructure. They reached out to learn more about utilizing Bridge as a platform to host their program. Food Armor needed visual and design expertise, so they asked Bridge about these capabilities and were directed to work with Construct. Food Armor's Executive Director stated that "For us the design and production aspect was much more important than the platform. And that's what Construct on the Bridge LMS was able to give us that other platforms couldn't."

Following the learning and discovery sessions, Food Armor came to feel that their ideas went from ambiguous and unstructured to concrete and structured plans. In the beginning, they felt that they didn't have a clear vision of how everything was going to come together. Through these sessions, however, they were able to see that.

With a unique set of expertise, working with Construct allowed Food Armor to bring their training and content up-to-date. Construct integrated principles of working backward with instructional design so that they could first determine end goals and, as a result, more effectively plan and structure deliverables based on targeted outcomes.



**We were apprehensive as we had worked with someone else in the past who was not good on the communication side of things. However, while working with Construct, communication was never a concern of mine.**



Through this process, we have been able to discover that it's not about the information that we want to present but rather what information we had to present so that learners could ultimately get what they need out of it—this made the trainings much better.

# THE PROCESS



Client stakeholders joined our team in Salt Lake City for a **Learning and Visual Discovery Session**. They described their strategic goals, vision, audience, and learning objectives from their experience as food animal veterinarian experts, Food Armor administration, and face-to-face trainers. One of our primary tasks was to tighten the **learning design alignment**, taking a more **learner-centered approach** to the content.

## PHASE 1

*Learning and Visual Discovery*



Food Armor lamented that their learners equated their mission and method to simply “residue prevention,” and they struggled to communicate the bigger picture. We were able to **weave the bigger theme** of connectedness **throughout the learning and visual design**. The specialized icon and other templated visuals we created utilized this as a **conceptual foundation** and continually placed it at the forefront of the course outline, structure, and content.

## PHASE 2

*Recommendations*



Upon delivery, Construct produced a **Course Atlas** and beautifully animated intros, learning graphics, interactive PDF resources, visual slide decks, and dynamic speaker videos with **custom motion graphics**. Scenario-based questioning was used throughout the courses to move learners from memorizing principles to applying them in common, complex, contextualized situations.

## PHASE 3

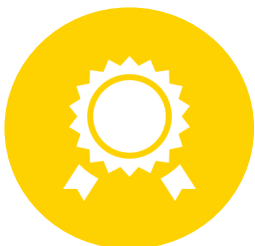
*Implementation/ Production*



Course build came together quickly inside the Bridge instance, with every detail designed to function **purposefully** in 12 **easy to navigate**, interactive, and **learner-centered** courses.

## PHASE 4

*Sign-off*



# RESULTS



Creation and delivery of 12 standalone courses in Bridge's LMS.



Production of 80 minutes of custom video content and 24 minutes worth of custom motion graphics.



Film and production are now better tailored to serve a diverse body of stakeholder groups and experts in real-farm contexts.



Integration of Construct's learning design resulting in Food Armor's trainings being more advanced and effective.



Completion and implementation of the Food Armor program within 70 days of beginning the project with Construct.



Successful relaunch of the Food Armor program and their brand through the creation of several new design elements.

“ There is a lot to learn from working with Construct and the concept of taking objectives from the end and moving backwards. It is very useful to anyone who is doing something with learning and instruction. The structure and process they implemented are both very useful to the learner as well. I would recommend this approach to anyone who wants to deliver learning, education, or information to another group.

- **KATIE MRDUTT**  
Executive Director, Food Armor

# Construct

ENABLING OPPORTUNITY THROUGH  
TRANSFORMATIVE LEARNING