

ARCS MOTIVATIONAL DESIGN MODEL

Analyze

- 01 Obtain course information
- 02 Obtain audience information
- 03 Analyze audience
- 04 Analyze existing materials

Design

- 05 List objectives and assessments
- 06 List potential tactics
- 07 Select and design tactics
- 08 Integrate with instruction

Develop

- 09 Select and develop materials

Evaluate

- 10 Evaluate and revise