# Table of Contents

1 INTRODUCTION ............................................................................................................ 3  
1.1 Problem Identification ............................................................................................ 3  
1.2 Instructional Goal.................................................................................................... 3  

2 NEEDS ANALYSIS .................................................................................................... 3  
2.1 Approach Used for Gathering Information ............................................................ 3  
2.1.1 Meeting with Home Depot Subject Matter Expert ........................................... 3  
2.1.2 Electronic Online Survey .................................................................................. 4  
2.2 Need for Instruction ............................................................................................... 4  
2.2.1 The Gap and Proposed Instruction ..................................................................... 4  

3 LEARNER ANALYSIS ............................................................................................... 5  
3.1 Target Audience .................................................................................................... 5  
3.2 Design Implications ............................................................................................... 5  

4 TASK ANALYSIS ..................................................................................................... 5  
4.1 Procedural Analysis ............................................................................................... 5  

5 INSTRUCTIONAL OBJECTIVES ........................................................................... 7  
5.1 Instructional Objectives ......................................................................................... 8  
5.1.1 Objective 1 ....................................................................................................... 8  
5.1.2 Objective 2 ....................................................................................................... 8  
5.1.3 Objective 3 ....................................................................................................... 8  

6 ASSESSMENT ITEMS ............................................................................................... 9  

7 INSTRUCTIONAL APPROACH ............................................................................. 9  
7.1 Instructional Content Sequence ............................................................................. 9  
7.2 Instructional Video .................................................................................................. 9  
7.3 Job Aid/ Quick Reference ....................................................................................... 10  

8 INSTRUCTIONAL MEDIA RATIONALE ................................................................. 10  

9 FORMATIVE AND SUMMATIVE EVALUATION ............................................... 11  
9.1 Formative .............................................................................................................. 11  
9.1.1 Connoisseur-Based Method ............................................................................. 11  
9.1.2 One to One Trials ............................................................................................. 11  
9.1.3 Feedback .......................................................................................................... 11  
9.2 Summative ............................................................................................................ 11  
9.2.1 Feedback .......................................................................................................... 12  

10 ATTACHMENTS .................................................................................................... 13  
10.1 Attachment 1 – Survey and Results .................................................................... 13  
10.1.1 Electronic Survey ............................................................................................. 13  
10.1.2 Electronic Survey Results ................................................................................ 14  
10.2 Attachment 2 - Description of Video Instruction/ Sequence .............................. 16  
10.3 Attachment 3 - Job Aid/ Quick Reference ............................................................ 17
1 INTRODUCTION
This design document was created to justify the need for the design of an educational program created to educate novice painters on the necessary techniques for creating a faux finish.

1.1 Problem Identification
According to NPR studies have shown that after September 11, 2001 people began investing in improving their own home, Lowe's reported higher than predicted earnings for this quarter due in part to this phenomena. Due to the popularity of the new home improvement shows, too many people are trying to create professional looking paint projects with poor results. The home improvement shows and magazines show beautiful faux finish paint projects but lack the step-by-step directions necessary for novice painters to replicate the project. This results in novice painters creating very bad faux finishes.

1.2 Instructional Goal
Novice painters will be able to properly create faux finish techniques that resemble those techniques on home improvement shows and displayed in home improvement magazines. In creating the faux finish the novice painter will be able to
- Assemble the necessary tools and materials to create a faux finish
- Create the specified faux finish technique

2 NEEDS ANALYSIS

2.1 Approach Used for Gathering Information

2.1.1 Meeting with Home Depot Subject Matter Expert
Meeting with a representative of the Home Depot paint department revealed the need for faux finish technique instruction. This particular Home Depot offers a one-hour faux finish clinic on most Saturday afternoons. The SME stated that these sessions are always attended
and requested. When asked which techniques were requested the most, he responded that sponging, ragging on, and color washing were most often requested. The SME concluded by saying that he notices many customers wanting to make economical changes to their homes. Painting a room changes the look of the room and is not overly expensive.

2.1.2 Electronic Online Survey
A six question electronic online survey was created to analyze which faux finish is requested most frequently. We will analyze the level of skill, motivation, prior knowledge of faux finish vocabulary, steps, and types of finishes.

2.2 Need for Instruction

2.2.1 The Gap and Proposed Instruction
Based on the SME interview and the survey, a gap between learners’ knowledge of faux finish painting techniques and the knowledge necessary to complete the techniques was determined. Our respondents were novice painters who had painted walls but not attempted a decorative faux finish. Their responses indicated they were familiar with painting materials but not with specific faux finish vocabulary or techniques. When asked which technique they would most like to learn 2/3 of the respondents chose ragging on over color washing and sponging. Instruction should include the following elements:

- Introduction and explanation of faux finish vocabulary
- Demonstration of the appropriate ragging on faux finish technique
- Step by step directions with visual aids of the faux finish technique
3 LEARNER ANALYSIS

3.1 Target Audience
Our target audience is busy adults who are projected oriented do-it-yourselfers. They are economically conscious and are members of any gender and over the age of 18, who are interested in learning how to appropriately complete a faux finish. This target audience has the physical ability or necessary physical assistance to paint an interior wall.

3.2 Design Implications
Because the target audience are project oriented do-it-yourselfers it is important to create instruction that allows the learners to complete the training on their own. The learners are busy and will need the flexibility to complete the instruction on their own time. Given these implications, we have chosen the self-paced method of instruction.

4 TASK ANALYSIS

4.1 Procedural Analysis
Procedural Analysis was used to analyze the steps required to complete a faux finish using the ragging on technique.

Rules:
For most faux finishes mix 1 part paint to 4 parts glazing liquid. Figure about a quart of paint and a gallon of glazing liquid.

It is critical to get it looking right before the paint dries. Adding a latex conditioner will extend the drying time. Add 1 part conditioner to your 4 and 1 part mixture of paint and glaze.

Mix up a small batch and test the finish out on a small piece of poster board that has been painted with the base coat.
Paints that work best for faux finishing are paints with an eggshell or semi gloss finish. This rule applies to both the top and base coat.

Stick with one color family.

**Concepts:**

The whole Idea is to create a painted surface that looks like something other than paint. Start with base coat on a wall and then cover with 1 or several glaze coats and then texture that with sponges, rags, feathers, etc.

**Materials:**

- Base Paint (eggshell or semi gloss finish)
- Glazing liquid (paint with no pigment added)
- Top Paint to be mixed with glaze liquid (eggshell or semi gloss finish)
- Wooden paint sticks for stirring the paint and glaze mixtures
- Measuring cup
- Paint roller
- Paintbrushes
- Drop cloth
- Paint tray
- Plastic buckets
- Lint free rags-cut into 12 or 15 inch squares
- Rubber gloves
- Painters’ tape
- Practice boards
- Paper towels

**Procedure:**

1) Prepare the Surface
2) Apply the base coat
3) Mix the glaze - Mix 1 part paint with 4 parts glaze liquid
4) Pour the glaze mixture into the deep end of a paint tray
5) Cover hands with plastic gloves
6) Submerge rag completely in the glaze mixture to the point of saturation. Squeeze out excess so there is no dripping.
7) Crumple Rag and roll beginning at the top corner of the room, press the rag gently on the wall and into the corner.
8) Re-crumple the rag and use it several times before re-dipping. Re-crumpling the rag will add variance to the pattern.
9) Work in areas approximately one square yard before continuing to the next area.
10) Stand back frequently to judge the uniformity and appearance of the finish

Corners:
Running painters’ tape down the wall you are not ragging-on and then using the tape as a guide, rest your rag on the tape and press the rag into the corner should complete corners. Remove tape and let dry while you work on the opposite side of the room

Techniques: Tips and Tricks

- Use glaze instead of paint b/c with most faux finishes you want to be able to see through the top coat to the base coat. Paint is too thick. Paint with the glaze gives enough translucency so you can see through the glaze onto the base coat.
- Work on opposite walls first. Complete adjacent walls in the same manner
- Don’t overload the rag with too much glaze. The glaze should not drip from the rag.
- Cotton rags leave softer impression while polyester rags leave crisper impressions.
- Metallics and white are not recommended for this technique because they dry too quickly
- If your color is too light or too dark you can always add a light layer of base color over the glaze.

5 INSTRUCTIONAL OBJECTIVES
This section lists the instructional objectives and where each objective will be addressed within the module.
5.1 Instructional Objectives

5.1.1 Objective 1

Novice painters will assemble the correct materials needed to create the desired faux finish technique.

This objective will be addressed in the instructional video demonstration. It will be reinforced in the job aid that will include a checklist of the necessary materials with a check box for the learner to mark as each item is assembled.

5.1.2 Objective 2

With the tools and materials used for faux finishing, novice painters will be able to correctly mix a 4 x 1 solution of glazing liquid.

This objective will be addressed in the instructional video demonstration. It will be reinforced in the job aid that will include directions and suggestions for mixing the paint and glaze liquid.

5.1.3 Objective 3

Using the instructional module and the assembled tools novice painters will perform the appropriate steps and techniques needed to complete a faux finish on an interior wall using the ragging on technique.

This objective will be addressed in the instructional video demonstration. It will be reinforced in the job aid that will include step-by-step directions for painting an interior wall using the faux finish ragging on technique.
6 ASSESSMENT ITEMS

Faux finish techniques are difficult to assess. Our interest is in whether or not the learners completed each necessary step to reach the end result of a faux finish using the ragging on technique. Completion of each step in the instructional video and job aid should result in the completion of a faux finish using the ragging on technique.

Several pictures of correctly applied faux finishes using the ragging on technique will be supplied for comparison so that our students can assess the visual appeal of their faux finish by comparing their completed project with that of a well done finished project.

7 INSTRUCTIONAL APPROACH

At the end of this module the novice painter will be able to complete a specified faux finish technique using a self-paced program with visuals to guide learning. This self-paced method will allow the learner to be able to replicate the learning task again and again if they feel unsure of their skill level upon completing the module.

7.1 Instructional Content Sequence

Instructional Video ↔ Quick Reference Job Aid

Though the instructional module suggests viewing the video first and then using the job aid as a reference, the learner can choose the most suitable sequence of instruction for their learning style.

7.2 Instructional Video

This video will begin with a definition of common faux finish vocabulary. The necessary materials for completing a faux finish will be identified. The instructor (s) will demonstrate the step-by-step
directions for completing a faux finish using the ragging on technique. Tips and Tricks will be inserted into the instruction when appropriate.

7.3 Job Aid/ Quick Reference
This job aid will include a checklist of the materials needed to complete the task and step-by-step directions, with visual cues, for completing the task. Tips and Tricks will also be noted.

8 INSTRUCTIONAL MEDIA RATIONALE

We selected this approach because novice painters were selected as the target audience. For learners new to a task, it is essential to give visual support for the psychomotor skills to be mastered. The visual media and guide sheets will help the user work at their own pace: pause, work on a specific step, compare with the visuals, and begin instruction again. Due to the nature of the task, it is important that the instruction can be taken to the site of the work.

This approach allows learners to work through the materials in a manner that is most conducive to their learning style. Thus this self-paced approach allows for instruction that can meet different learning styles. This allows for students who like to work through the whole lesson and then go back and complete the task and for students who like to go through the lesson step by step and then go back and review the overall lesson. It also requires the learner to take ownership of their learning because they are actively involved in performing the learning task.

Visuals guide sheets were chosen because of the way in which they can meet our learners’ different learning styles. Both visual (video and job aid) and textual materials (job aid) meet the needs of the visual and auditory learners. Kinesthetic learners can complete the instruction step by step with the guide sheet or view the visual media, use the checklist to assemble the necessary materials and then complete the task on their own learning as they go in a trial and error fashion.
9 FORMATIVE AND SUMMATIVE EVALUATION

9.1 Formative
Formative evaluation will be conducted upon completion of the prototype.

9.1.1 Connoisseur-Based Method
Utilizing the connoisseur-based method we will gather feedback from a Subject Matter Expert. The SME will be asked to walk through the module to ensure content accuracy and sequencing of steps necessary to complete the task.

9.1.2 One to One Trials
Individual potential learners will complete the instructional module and report their findings by responding to a questionnaire.

The following questions are a sample of questions that will be included in the questionnaire.

- Were the steps in the task easy to follow?
- Did the steps flow sequentially?
- Were you satisfied with the results?
- Is there part of this instruction that you would change?

9.1.3 Feedback
Using the feedback we will adjust the instructional steps, clarify meanings, and add details as needed. The instructional approach, however, will remain the same regardless of feedback.

9.2 Summative
Included in the instructional module will be a reply card with questions about the effectiveness of instruction. The reply card will be addressed with postage paid. Respondents will use a rating scale to answer questions that are designed to elicit subjective responses.
about their opinions, attitudes, reactions and the ease of use of the instructional module.

An example of a question that will be included in the reply card is as follows:

Was the sequence of steps easy to follow?
1. very easy to follow
2. somewhat easy to follow
3. neutral
4. somewhat hard to follow
5. very hard to follow

9.2.1 Feedback
We plan to use the feedback gathered in subsequent versions or different applications.
10 ATTACHMENTS

10.1 Attachment 1 – Survey and Results

10.1.1 Electronic Survey

Faux Finish Needs Survey

1. Have you ever painted an interior wall?
   - [ ] yes
   - [ ] no

2. What is a faux paint finish?
   [Please respond here:]

3. Have you ever attempted a faux finish on a wall?
   - [ ] yes
   - [ ] no

4. What materials do you think might be needed to complete a faux finish technique?
   [Please respond here:]

5. Look at the faux finish techniques below. Mark the one you would most like to learn. If you want a larger view of the samples, click on the link below.

   - [ ] Color wash
   - [ ] ragging
   - [ ] sponging

Images are from: http://www.decorativeaccents.org/fauxfinishes.html
10.1.2 Electronic Survey Results

Results of Needs Survey

1. Have you ever painted an interior wall?
   Yes: 7    No: 5

![Painted an Interior Wall chart]

2. What is a faux paint finish?
   - Applying new color over an existing color in a pattern
   - Contrasting paint and changing the appearance of the wall
   - Fake look of leather or marble
   - I don’t know (2)
   - Looks like paint with additions
   - Looks like paint, but isn’t
   - Not a solid color
   - Texture through layers of paint
   - Wall painting

3. Have you ever attempted a faux finish on a wall?
   Yes: 0    No: 11
4. What materials do you think might be needed to complete a faux finish technique?

Cleaning supplies
Drop cloth
Glaze
Measurement tool
Paint
Paint brush
Paint roller
Polish
Rags
Sponges
Two colors that complement

5. Mark the technique you would most like to learn.

<table>
<thead>
<tr>
<th>Technique</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Color Wash</td>
<td>3</td>
</tr>
<tr>
<td>Ragging on</td>
<td>8</td>
</tr>
<tr>
<td>Sponging</td>
<td>1</td>
</tr>
</tbody>
</table>

![Most popular technique](image-url)
10.2 Attachment 2 - Description of Video Instruction/Sequence
Materials needed:
- Base paint
- Glazing liquid
- Wooden paint sticks
- Measuring cup
- 3/8” nap roller
- Paintbrushes
- Drop cloth
- Paint tray
- Plastic buckets
- Link free rags, cut into 12 or 15” squares
- Rubber gloves
- Painting tape

Step 1
Prepare the surface to be painted.

Step 2
Apply the base coat of paint to surface.

Step 3
Mix the glaze – 1 part paint with 4 parts of glazing liquid.

Step 4
Pour the glaze mixture into the deep end of a paint tray.
**Step 5**
After putting on plastic gloves, submerge rag completely in the glaze mixture to the point of saturation. Squeeze out excess so there is no glaze dripping.

**Step 6**
Crumple rag loosely and roll beginning in a top corner of the area, pressing the rag gently on the wall and into the corner.

**Step 7**
Re-crumple the rag and use it several times before re-dipping. Re-crumpling the rag will add variance to the pattern.
**Step 8**

Work in areas of approximately 1 square yard before continuing to the next area. Stand back frequently to judge the uniformity and appearance of the finish.
Techniques, Tips, and Tricks

Corners – Corners should be done by running painter's tape down the wall you are not ragging on and using the tape as a guide. Rest your rag on the tape and press the rag into the corner. Remove tape and let dry while you work on the opposite side of the room.

- Ragging on is a softly mottled or textured effect which reveals a uniform amount of background color. This quick and easy technique is a great way to renew old furniture or add decorative beauty to any room.
- Work on opposite walls first. Complete adjacent walls in the same manner.
- If too much glaze is applied to an area, you can roll rag with the base coat over the dark area to correct the problem.
- Flannel, diapers, cheesecloth or sheets work well.
- Cotton rags leave a softer impression. Polyester rags leave crisper impressions.
- Work quickly and complete each section before the glaze becomes tacky, about 10 - 15 minutes. Leave a thick wet edge of unworked glaze at the end of each section to allow blending of the next section.
- For a more translucent finish, add more BLEND & GLAZE. For a more opaque look, use more paint.
- Make sure you have enough glaze mixed to complete the entire job. It may be difficult to mix the exact color if you should run out. If you do run out, stop in a corner or natural break.

Choosing Colors:

The easiest way to choose colors is by using the take home color strips available at your local paint store.

Select colors that compliment your furniture, window treatments, carpet or wallpaper to coordinate the look of your room.

Since finishing with BLEND & GLAZE is a process that consists of layering different translucent colors over a base coat, you should
choose colors that are in the same color family to achieve the best results.

The color you apply last will be most predominant. Start with the color you want to see least and end with the color you want to see most.

Color strips are usually arranged in shades from light to dark. You will usually choose a light color for a base coat. Your glaze color(s) should be two or three shades deeper than the base coat. For a softer, frosted effect, you can reverse this by selecting a dark base coat and the glaze color(s) two to three shades lighter.