



Continuing Education, Outreach & E-Learning
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October 4, 2016

Title Review Committee:

It is a pleasure to write a letter in support of Marla Norton's title progression. During my time at UW – Extension's Division of Continuing Education, Outreach, and E-Learning (CEOEL) I have had the opportunity to work with Marla on several graphic design projects and have been impressed with her work.

Marla has years of experience combined with knowledge of new design trends. This combination gives her the expertise to both know what will or won't work in a given situation and produce modern, professional graphics that connect with the end user. An example of this is the instructional design (ID) process infographic that members of our team now use when we talk with faculty and others about the work we do. For this project I initially presented Marla with little more than a pencil drawing and a brief conversation about the vision I had. From this she fleshed out the idea and collaboratively developed an engaging and interactive graphic that is now an integral part of our team's website. I have received numerous positive comments about the graphic from other ID professionals, and a link to the graphic has been included in at least one instructional design eText that I am aware of.

Marla also understands and respects collaborative processes. My experience with Marla is that she is always professional and positive. I have worked with her on several projects where we wanted to visually represent processes, relationships, or complex concepts. In these situations she not only developed designs reflecting our initial discussions, but she also took the initiative to develop alternative designs. These additional perspectives added a great deal of value to our continued collaboration and, ultimately, the final product. Additionally, Marla was sensitive to the tight timelines we had for the finished graphics. I know of at least one occasion when she went above and beyond typical expectations so that we could have the visuals we needed for a high-profile presentation.

In summary, Marla demonstrates the professional expertise and commitment to excellence that exemplifies senior-level work. Therefore, it is fitting that she be recognized as such for her contributions to CEOEL.

Sincerely,

A handwritten signature in black ink, appearing to read "Eileen", with a long horizontal line extending to the right.

Eileen A. Horn

Senior Instructional Designer and Team Leader

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cc: Marla Norton