

WEEK 2

COURSE PROJECT

Course Module Lesson/Training Plan

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INSTRUCTIONAL DESIGN AND TECHNOLOGY

**Social, Ethical, and Legal Issues in
Instructional Design**

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MIDT6135

Professor Wake

Website

www.sipsforeveryguest.com

Lesson Overview

Lesson Title:	Sip. Stir. Share. Designing Drinks for Every Guest
Course/Subject:	Ethics and Equity in Drink Design
Target Audience:	Adults interested in hospitality, events, cafes, restaurants, hosting, or drink design
Duration:	2 hours
Delivery Modality:	Face-to-face workshop supported by a Wix website

Learning Objectives

By the end of this lesson, participants will be able to:

- Identify at least three common barriers in drink menus that exclude guests based on health, religion, culture, budget, language, or sensory needs.
- Explain how drink makers from history and modern hospitality can inspire more inclusive design choices.
- Design one signature drink inspired by a person who represents inclusion, creativity, culture, sustainability, or hospitality.
- Create one visual recipe card using Canva that includes a complete alcohol-free version, an optional alcohol version, and clear labels for alcohol, allergens, caffeine, sugar, and strong flavors.

Instructional Strategies & Learning Activities

A. Introduction / Engagement (10 minutes)

- I welcome participants and introduce the workshop.
- We begin with a short anonymous poll on the Wix/Canva site.
- The question is: "Think of a time when a drink menu did not have a good option for you or someone you know. What was missing?"
- We look at the responses together and group them into themes.
- I remind everyone that no one has to share personal information about health, pregnancy, recovery, religion, disability, income, allergies, or drinking choices.

B. Instruction / Content Delivery (15 minutes)

Participants review six short inspiration cards on the Wix site. Each card features one drink maker and one design lesson.

- Ada Coleman teaches us that recognition matters. Women's work in drink history should not be overlooked.
- Lynnette Marrero shows us that hospitality should create space for underrepresented voices and leadership.
- Ryan Chetiyawardana / Mr Lyan reminds us that sustainable drink design can reduce waste and still feel creative.
- Monica Berg demonstrates the value of local and seasonal ingredients in thoughtful, high-quality drinks.
- Derek Brown proves that alcohol-free drinks deserve the same care as drinks with alcohol.
- Constantino Ribalaigua Vert shows how global drink history can inspire new versions of classic drinks with and without alcohol.
- I ask participants to consider who is usually remembered in drink history, who may be missing, and how these lessons can help us design for more guests. Additional figures are available on the Wix site as optional inspiration.

C. Guided Practice (40 minutes)

First, participants review a sample drink menu on the Wix site. They work in small groups to answer four questions. Who has good options here? Who may be left out? What information is missing? What changes would make this better? I model one example. The original drink is a Spicy Mango Margarita. The problem is that it is alcohol only, spicy, and has no allergy or sugar information. The improved design is a Mango Lime Cooler with optional tequila, spice on the side, sugar level choice, and allergy labels.

Next, participants choose one person as inspiration for their final Signature Sip. They may select one of the featured drink makers, another hospitality figure, a cultural or local community figure, or a fictional guest persona. They complete a short planning prompt on the Wix site:

- The person I chose is...
- The value or trait I want to show is...
- The flavor or design choice that connects to this person is...
- The guest need I want to include is...

D. Independent Practice (45 minutes)

Participants spend 35 minutes designing their signature drink and Canva card, followed by 10 minutes of peer review and revision.

The drink must include a name, the person or inspiration chosen, main ingredients that are easy to find, a complete alcohol-free version, an optional alcohol version, if suitable, one low-budget ingredient swap, clear allergy or dietary labels, one sensory option such as mild flavor or less sweetness, and one sentence explaining whom the drink includes.

They use a Canva template from the Wix site to create a visual recipe card. The card must show the drink name, person or inspiration, description, ingredients, step-by-step method, clearly marked alcohol-free version, clearly marked optional alcohol version, labels for allergens, alcohol, caffeine, sugar, and strong flavors, one low-budget swap, and a sentence explaining whom the drink includes. A printed template is available for anyone who does not want to use Canva.

After designing, participants swap cards with a partner for peer review. They answer four questions. What works well? Whom does this drink include? Who might still be left out? What is one simple improvement? They make one final adjustment before submission.

E. Closure (10 minutes)

Participants complete a short exit ticket on the Wix site. They answer three questions. What is one thing you changed in your drink design? What is one guest need you will think about next time? What information should every drink menu include?

Assessment Plan

Formative Assessment

- Anonymous opening poll on Wix to check prior awareness
- Inspiration card discussion to check understanding of values and representation
- Menu review activity to check ability to identify barriers
- Signature Sip planning prompt to check design direction
- Peer review to check ability to give useful feedback

Summative Assessment

- Final drink recipe
- Canva visual recipe card
- Inclusion checklist
- Short design explanation

The final submission will be assessed for clarity, accessibility, affordability, alcohol-free parity, accurate labeling, respectful inspiration, and explanation of who the drink includes.

Materials & Resources

Instructional materials

- Drink maker inspiration cards
- Sample drink menu
- Supermarket price comparison sheet
- Allergen and dietary label guide
- Signature Sip planning worksheet
- Inclusion checklist
- Short reading on cultural respect in drink design

Technology tools

- **Wix:**
Hosts the course, lesson pages, inspiration cards, poll, exit ticket, and submission portal. Wix also allows anonymous reflection so participants do not need to share private health, religious, recovery, pregnancy, or disability information publicly.
- **Canva:**
Used to create the visual signature drink card. Canva supports equity by helping participants create clear, visual, easy-to-read materials without needing advanced design skills.

Accessibility supports

Accessibility supports include plain-language instructions, alt text on Wix images, printed & Downloadable templates, pre-session materials, alcohol-free tasting options, flexible seating, and optional verbal support.

Equity-Centered Digital Tool Integration

Digital Tool	Purpose	Equity Consideration
Canva	Visual recipe card creation	Reduces literacy and language barriers. Supports neurodivergent learners who process visual information more readily than dense text.
Wix	Course hosting, forms, anonymous reflection	Allows participants to contribute without pressure to perform identity. Protects privacy by letting learners share reflections and upload work without disclosing personal health, religion, recovery, pregnancy, or disability information publicly.

Differentiation & Accessibility (UDL)

Multiple Means of Representation

Content is shared through verbal explanation and optional audio support, visuals, handouts, and Wix pages. Sample menus and inspiration cards are available in print and online. Visual examples of completed drink cards are provided.

Multiple Means of Engagement

Participants choose their own person or inspiration and their own drink idea. They may work alone or with a partner. Activities connect to real hospitality, hosting, and menu design situations.

Multiple Means of Expression

Participants may create the final card in Canva, use a printed template, or explain their design verbally to the facilitator. No single correct output format is required.

Accommodations and modifications

Pre-session materials are sent 48 hours in advance. Extra time is available during activities. Low-tech alternatives are always offered. Alcohol-free tasting options are provided. Tasting is optional. Flexible seating and fidget tools are available. No required personal disclosure.

Potential Challenges & Mitigation Strategies

Challenge	Impact on Equity	Mitigation Strategy
Some participants may have limited	Participants with lower digital	Provide a Canva template, printed
Some participants may feel	People who avoid alcohol for religious,	Center the alcohol-free version in every
Ingredient access may vary by budget or	Learners with smaller budgets may feel	Require easy-to-find ingredients only.
Cultural traditions may be simplified or	Participants whose cultural traditions are	Use respectful inspiration, research,
Famous drink history may overrepresent	Learners may see a narrow view of who	Include diverse inspiration cards and

Measuring Impact on Equity

Data Sources

- Wix pre- and post-workshop confidence survey
- Final drink recipe and Canva card
- Completed inclusion checklist
- Peer review responses
- Exit ticket reflections

Equity Indicators

- Each drink includes a complete alcohol-free version.
- Each drink includes clear labels for allergens, alcohol, caffeine, sugar, and strong flavors.
- Each recipe uses easy-to-find ingredients and includes at least one low-budget swap.
- Each participant explains whom their drink includes.
- Participants can name at least three barriers in drink menu design.
- Participants can explain how one drink maker inspired a more inclusive design choice.

Success Criteria

- 100% of submitted cards include an alcohol-free version.
- 100% of submitted cards use clear labels.
- 100% of submitted recipes use easy-to-find ingredients.
- 100% of participants explain whom their drink includes.
- Most participants identify three or more barriers in a sample menu.
- Most participants connect their final drink to a value such as inclusion, culture, sustainability, creativity, or hospitality.

Reflection (Post-Lesson)

Reflection will be completed after the lesson. The facilitator will review what worked well, which activities confused learners, which supports were used, whether learners avoided private personal disclosure, whether Wix and Canva supported the lesson, whether participants created clear alcohol-free options, whether the inspiration cards helped learners think about representation, and what should be changed before the next delivery.

Narrative: Equity-Centered Design Rationale

Equity Components Included

1. Alcohol-Free Parity.

Every drink must include a complete alcohol-free version that feels thoughtful and adult, not like an afterthought. This supports guests who are pregnant, in recovery, driving, avoiding alcohol for religious or health reasons, or simply choosing not to drink.

2. Allergen and Dietary Transparency.

Clear labels for allergens, caffeine, sugar, and strong flavors remove guesswork. Guests should not have to ask private questions just to order safely.

3. Economic Accessibility.

By requiring easy-to-find ingredients and a single low-budget swap, the lesson dispels the notion that good drink design requires expensive tools or specialist products.

4. Cultural Respect.

The Signature Sip Project asks participants to use inspiration respectfully. Learners may draw from public figures, local stories, or fictional guest personas, but they are not required to share private cultural knowledge.

5. Representation in Drink History.

The inspiration cards show that the history of drink is shaped by many kinds of people. Participants consider who is celebrated, who is missing, and how their own design choices can include more guests.

6. Sensory Accessibility.

Participants include at least one sensory choice, such as mild flavor, less sweetness, no fizz, or no strong smell. This supports guests with different sensory preferences and needs.

7. Privacy and Choice.

No participant is required to disclose personal information about pregnancy, religion, recovery, health, disability, income, allergies, culture, or drinking choices.

Narrative: Equity-Centered Design Rationale

Rationale for Inclusion

I chose these components because many drink menus treat guests who choose alcohol-free options as an inconvenience. In many settings, the alcohol-free choice is plain water, soda, or a sugary drink with little care behind it. That is not inclusive hospitality.

This lesson teaches participants to design drinks from the start with more guests in mind. It also shows that inclusion is not only about removing alcohol. It includes clear labels, affordable ingredients, respectful inspiration, sensory choices, and privacy.

Wix and Canva were chosen because they are accessible and simple to use. Wix supports the lesson website, resources, forms, and submission space. Canva helps participants create clear visual recipe cards without needing advanced design skills. Both tools support equity by making the learning process more flexible, visual, and practical.

Measurement of Effectiveness

Effectiveness will be measured by reviewing the final drink recipes, Canva cards, inclusion checklists, peer feedback, and exit ticket responses. The facilitator will look for evidence that participants can identify barriers, design a complete alcohol-free option, use clear labels, choose easy-to-find ingredients, and explain who their drink includes.

The Wix pre- and post-workshop confidence survey will show whether participants feel more prepared to design drinks for diverse guests. If this workshop is later delivered in a real venue, guest feedback and menu changes could also be tracked over time. For this lesson, the immediate evidence will come from the participant products and reflections.