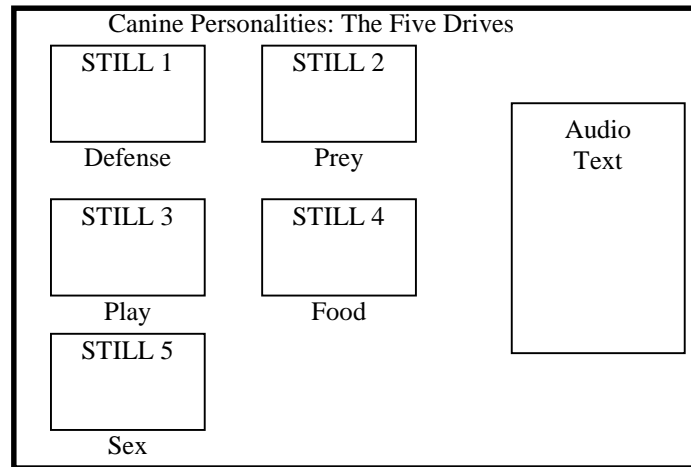


Lesson 3/Frame 1

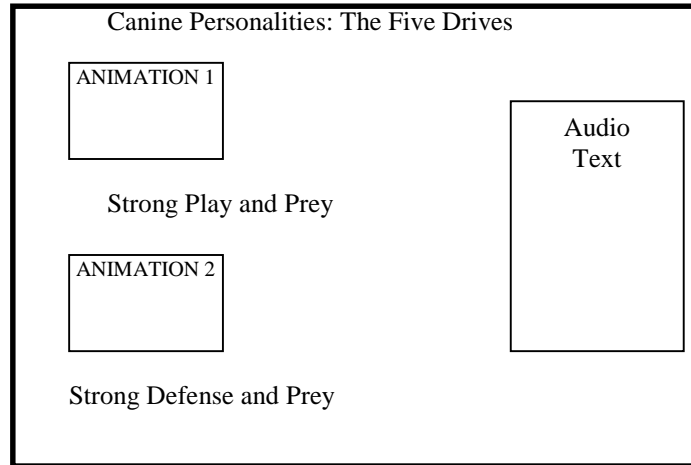


PROGRAMMING & GRAPHICS		AUDIO & TRANSCRIBED TEXT
<p>User arrives here after selecting “Canine Personalities” from the main menu. This frame opens on Background #4 (A rural area, with a farmhouse and wide open space. There is a border collie in this scene.) Possibly ANIMATE border collie’s wagging tail, etc.</p> <p>Show STILLS 1 through 5 with TEXT labels as shown above. (NOTE TO GRAPHICS: Can use illustrations instead of STILLs if necessary. If illustrations are used then we can toggle the illustration when it is clicked. For example the mean dog in the first image could bare its teeth when clicked on.)</p> <p>STILL 1: Mean-looking dog snarling. STILL 2: Dog chasing a cat, rabbit or some other kind of prey. STILL 3: Single dog in the play position or a couple of dogs playing. (Samara has photo.) STILL 4: Dog gnawing on a huge bone. STILL 5: Dog with a litter of puppies.</p> <p>Show all Audio text in Audio Text Box.</p>	<p>A</p>	<p><i>Narrator:</i> Just like every human has a unique personality, so do individual dogs. But in a dog, personality is determined largely by five basic canine drives. Click on each image to learn more.</p>
<p>When user clicks on STILL 1 show/play Audio Text B.</p>	<p>B</p>	<p>A dog’s defense drive is for survival and self-preservation. It is the defense drive that brings out both fight and flight behaviors.</p>

VERSION 2

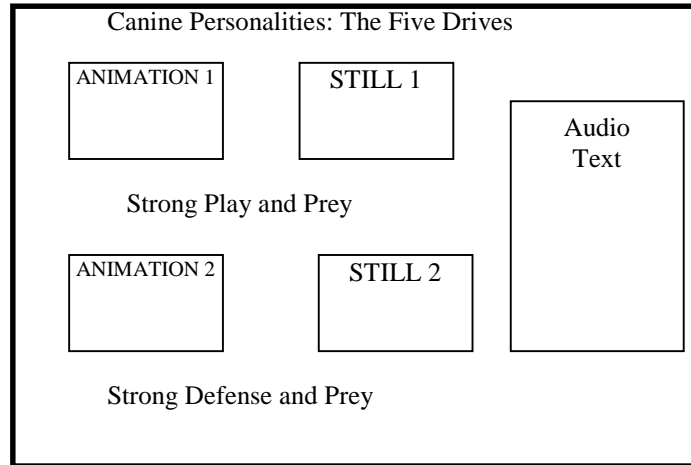
PROGRAMMING & GRAPHICS		AUDIO & TRANSCRIBED TEXT
When user clicks on STILL 2 show/play Audio Text C.	C	The prey drive is the instinct that enables the dog to hunt and kill its prey. A dog that is motivated by its prey drive can be seen running, chasing, grabbing, and even shaking its target.
When user clicks on STILL 3 show/play Audio Text D.	D	The play drive results in social interaction with dogs, other animals, and humans. This is the trait that often wins our hearts and convinces us to bring dogs into our homes.
When user clicks on STILL 4 show/play Audio Text E.	E	The food drive stimulates the prey drive and enables the dog to survive.
When user clicks on STILL 5 show/play Audio Text F.	F	A dog's sex drive motivates it to reproduce.
Show checkmarks on each STILL after user has clicked on it. When all five STILLS have been checked off show/play Audio Text G and ANIMATE the STILLS and TEXT moving into each other as though they are combining.	G	What makes one dog different from another is the way and intensity in which these drives interact with one another.
NEXT = next frame		

Lesson 3/Frame 2



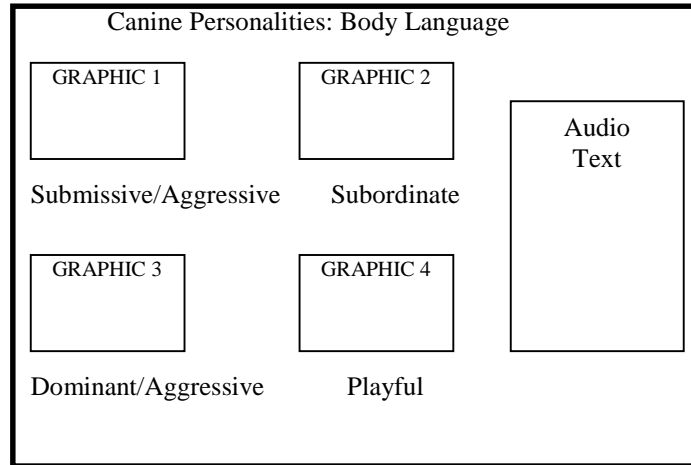
PROGRAMMING & GRAPHICS		AUDIO & TRANSCRIBED TEXT
<p>Retain Background #4 from previous frame.</p> <p>Show ANIMATION 1: Silhouette of a dog holding its prey in its jaws and shaking it.</p> <p>Show TEXT label: Strong Play and Prey</p> <p>Show all Audio text in Audio Text Box.</p>	A	<p><i>Narrator:</i> A dog with a high defense drive will kill its prey.</p>
<p>Add ANIMATION 2: Silhouette of a dog stalking, playing and pouncing after its prey, but not attacking.</p> <p>Add TEXT label: Strong Defense and Prey</p>	B	<p>However a dog with a low defense drive will not kill its prey. Instead the dog will stalk, play and pounce without any motivation to kill.</p>
<p>NEXT = next frame</p>		

Lesson 3/Frame 3



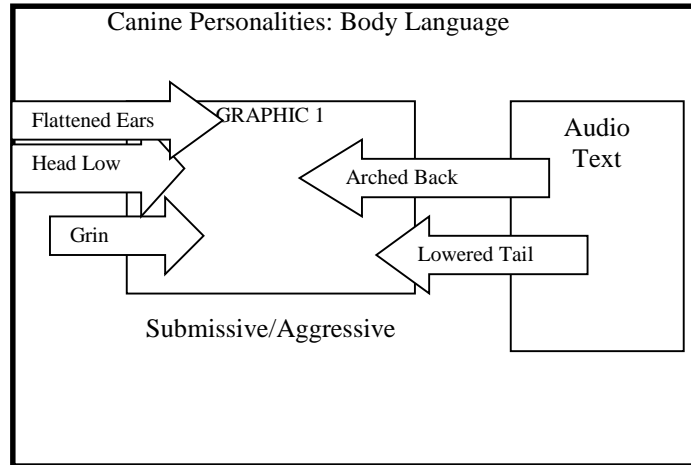
PROGRAMMING & GRAPHICS		AUDIO & TRANSCRIBED TEXT
Retain Background #4 and ANIMATIONS 1 and 2, and TEXT labels from previous frame. Add STILL 1: German Shepherd stalking a cat. Show all Audio text in Audio Text Box.	A	Narrator: A German Shepherd killing a cat is an example of a dog with strong defense and prey drives.
Add STILL 2: Golden Retriever playing ball.	B	But a Golden Retriever with a ball represents a dog with strong play and prey drives.
The four answers on the right are CLICKABLE in the Audio Text box. Correct answer is Defense and prey. When the user clicks on an answer, the answer is toggled in the box and one of the following happens:	C	What do you think the two dominant instincts of many guard dogs are? <input type="checkbox"/> Food and prey <input type="checkbox"/> Play and prey <input type="checkbox"/> Defense and play <input type="checkbox"/> Defense and prey Click on an answer.
If the user answers correctly show/play Audio Text D.	D	That's right. Most guard breeds have strong instincts of defense and prey, just like the German Shepherd killing the cat.
If the user answers incorrectly show/play Audio Text E.	E	No. Most guard breeds have strong instincts of defense and prey , just like the German Shepherd killing the cat.
NEXT = next frame		

Lesson 3/Frame 4



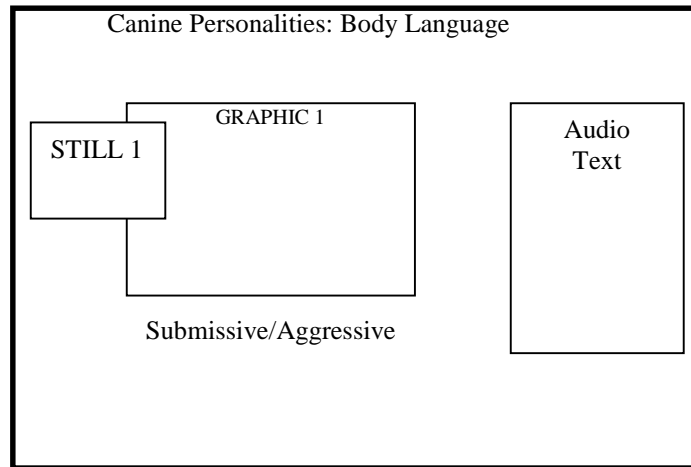
PROGRAMMING & GRAPHICS		AUDIO & TRANSCRIBED TEXT
<p>Retain Background #4 from previous frame.</p> <p>Show GRAPHICS 1 through 4 with TEXT LABELS as shown above. Use illustrations from the BulliRay Facilitator guide to create GRAPHICS 1 through 4.</p> <p>GRAPHIC 1: Dog exhibiting submissive/aggressive body posture. GRAPHIC 2: Dog exhibiting subordinate body posture. GRAPHIC 3: Dog exhibiting dominant/aggressive body posture. GRAPHIC 4: Dog exhibiting playful body posture.</p> <p>Show all Audio text in Audio Text Box.</p>	A	<p><i>Narrator:</i></p> <p>So how do you know what an individual dog may be thinking and what drives may be influencing its personality? These answers can typically be found in the dog’s body posture.</p>
<p>When user clicks on a graphic they go to the following frames: GRAPHIC 1 = L3/F5 GRAPHIC 2 = L3/F9 GRAPHIC 3 = L3/F10 GRAPHIC 4 = L3/F14</p>	B	<p>Four of the most common canine body postures are shown here. Click on each to learn what the dog may be telling you.</p>
<p>Place a checkmark over each graphic when the user has completed that topic. When all 4 graphics are checked off, show/play Audio Text C.</p>	C	<p>Great! Now you should have no problem reading a dog’s body language. This can come in handy when you are confronted by a dog and must make a quick determination as to how the dog feels about your presence, especially on their territory.</p>
<p>NEXT = L0/F2</p>		

Lesson 3/Frame 5



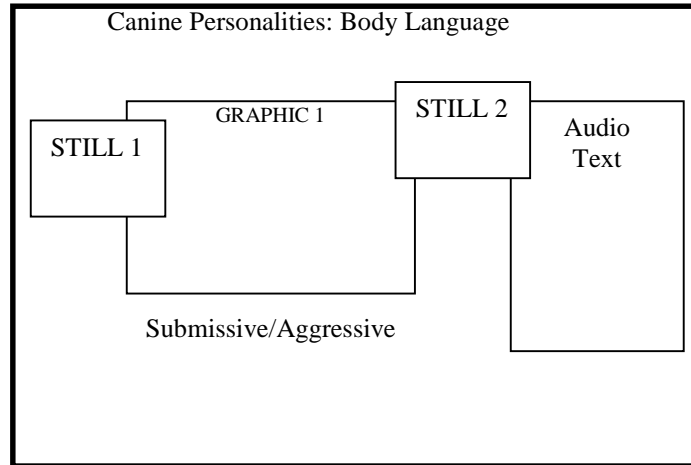
PROGRAMMING & GRAPHICS		AUDIO & TRANSCRIBED TEXT
<p>User arrives here after selecting “Submissive Aggressive Dog” in L3/F4.</p> <p>Retain Background #4.</p> <p>Display GRAPHIC 1 with TEXT LABEL as shown above. GRAPHIC 1 is an enlarged version of the submissive/aggressive dog shown in GRAPHIC 1 in the previous frame.</p> <p>Show all Audio text in Audio Text Box.</p>	A	<p><i>Narrator:</i> When fearful dogs lose the security of their barrier they may show a mix of submissive and aggressive traits.</p>
<p>Add GRAPHIC 2: Arrow labeled “Grin” and pointing to the dog’s mouth.</p>	B	<p>The typical submissive/aggressive dog may bare its teeth slightly to reveal a trace of a grin.</p>
<p>Add GRAPHIC 3: Arrow labeled “Flattened Ears” and pointing to the dog’s ears.</p>	C	<p>The dog’s ears may be folded back against its head.</p>
<p>Add GRAPHIC 4: Arrow labeled “Lowered Tail” and pointing to the dog’s tail.</p>	D	<p>The tail will usually be held low or between the legs and may wag in short quick movements.</p>
<p>Add GRAPHIC 5: Arrow labeled “Arched Back” and pointing to the dog’s back.</p>	E	<p>The dog may also arch its back...</p>
<p>Add GRAPHIC 6: Arrow labeled “Head Low” and pointing to the dogs head.</p>	F	<p>...and hold its head low.</p>
	G	<p>In addition, the dog will look past you and will not maintain direct contact.</p>
<p>NEXT = L3/F6</p>		

Lesson 3/Frame 6



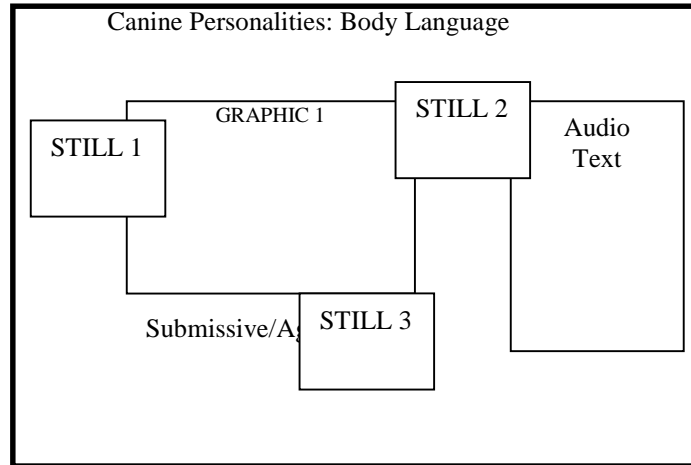
PROGRAMMING & GRAPHICS		AUDIO & TRANSCRIBED TEXT
Retain Background #4 and GRAPHIC 1 with TEXT LABEL from previous frame.	A	<p><i>Narrator:</i> The submissive/aggressive dog will not advance within a 6-foot perimeter in which you are standing, but may bounce back and forth just for show.</p>
Add STILL 1: Submissive/aggressive dog at least 6 feet away from a person.		
Show all Audio text in Audio Text Box.		
NEXT = L3/F7		

Lesson 3/Frame 7

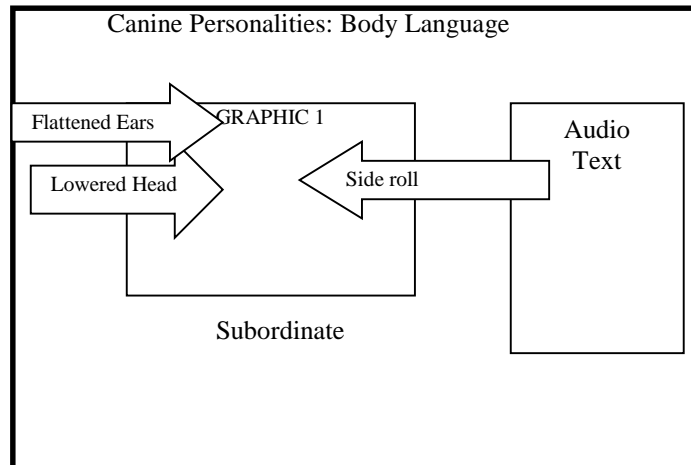


PROGRAMMING & GRAPHICS		AUDIO & TRANSCRIBED TEXT
<p>Retain Background #4 and GRAPHIC 1 with TEXT LABEL from previous frame. Also retain STILL 1.</p> <p>Add STILL 2: Submissive/aggressive dog approaching a person from behind.</p> <p>Show all Audio text in Audio Text Box.</p>	<p>A</p>	<p><i>Narrator:</i> This type of dog will exhibit aggression from behind you or from your side, if it can get there, and is most likely to bite as you leave its territory than when you enter.</p>
	<p>B</p>	<p>The submissive aggressive dog does not have the confidence to approach you from a frontal-body position.</p>
<p>NEXT = L3/F8</p>		

Lesson 3/Frame 8

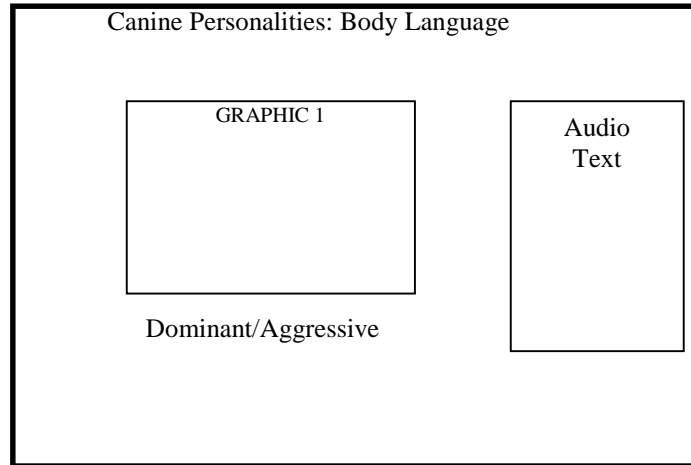


PROGRAMMING & GRAPHICS		AUDIO & TRANSCRIBED TEXT
<p>Retain Background #4 and GRAPHIC 1 with TEXT LABEL from previous frame. Also retain STILLS 1 and 2 from previous frame.</p> <p>Add STILL 3: Person turned sideways to a submissive/aggressive dog, holding out protection.</p> <p>Show all Audio text in Audio Text Box.</p>	A	<p><i>Narrator:</i> The submissive/aggressive dog may bite out of fear, when stepped on, or when it feels it must defend its territory. It may also bite if its normal escape route is blocked or if it feels cornered.</p>
	B	<p>If you encounter this type of dog you should use a side posture and coach the dog past you while using protection. This is especially important when in close quarters with this type of dog.</p>
NEXT = L3/F4		



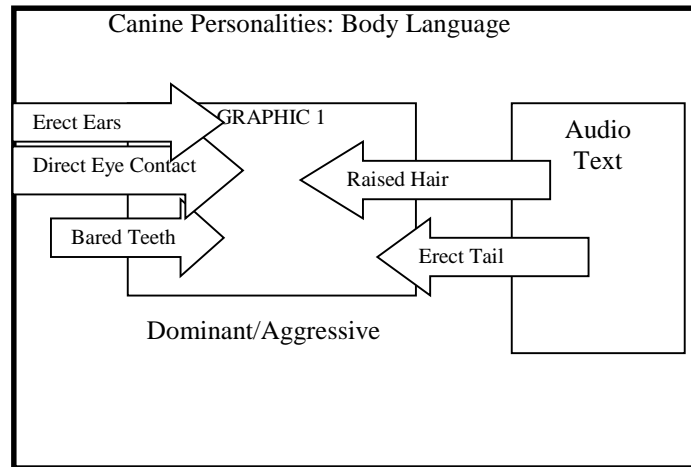
PROGRAMMING & GRAPHICS		AUDIO & TRANSCRIBED TEXT
<p>User arrives here after selecting “Subordinate Dog” in L3/F4.</p> <p>Retain Background #4.</p> <p>Display GRAPHIC 1 with TEXT LABEL as shown above. GRAPHIC 1 is an enlarged version of the subordinate dog shown in GRAPHIC 2 in the previous frame.</p> <p>Show all Audio text in Audio Text Box.</p>	<p>A</p>	<p><i>Narrator:</i> A dog exhibiting this posture is not a problem and only wants to show that he is subordinate to you. The dog may not be very old or may not feel threatened by you.</p>
	<p>B</p>	<p>Many submissive dogs with low defense drives greet strangers with a subordinate body posturing that includes...</p>
<p>Add GRAPHIC 2: Arrow labeled “Flattened Ears” and pointing to the dog’s ears.</p>	<p>C</p>	<p>...flattening the ears against the head,...</p>
<p>Add GRAPHIC 3: Arrow labeled “Lowered Head” and pointing to the dog’s head.</p>	<p>D</p>	<p>...lowering the head,...</p>
<p>Add GRAPHIC 4: Arrow labeled “Side Roll” and pointing to the dog’s body.</p>	<p>E</p>	<p>...and laying down and rolling over onto one side.</p>
	<p>F</p>	<p>Some subordinate dogs may even whine and whimper.</p>
<p>NEXT = L3/F4</p>		

Lesson 3/Frame 10



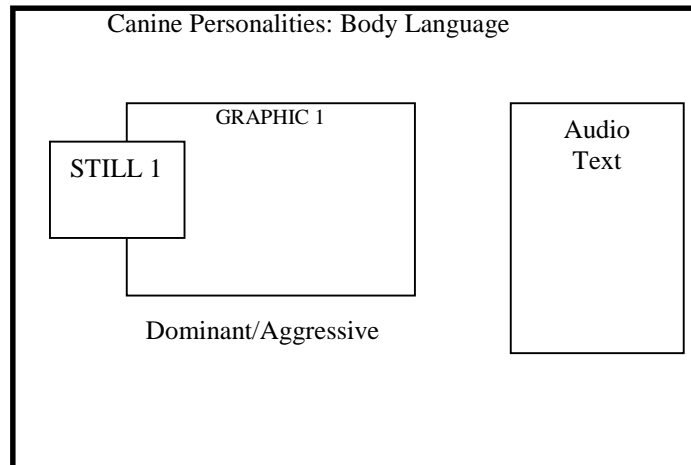
PROGRAMMING & GRAPHICS		AUDIO & TRANSCRIBED TEXT
<p>User arrives here after selecting “Dominant Aggressive Dog” in L3/F4.</p> <p>Retain Background #4.</p> <p>Display GRAPHIC 1 with TEXT LABEL as shown above. GRAPHIC 1 is an enlarged version of the dominant/aggressive dog shown in GRAPHIC 3 in the previous frame.</p> <p>Show all Audio text in Audio Text Box.</p>	<p>A</p>	<p><i>Narrator:</i> Dominant/aggressive behavior is exhibited by a dog that is not afraid to lose its barrier. This type of dog may become aggressive when challenged or when someone tries to enter its home or yard.</p>
<p>NEXT = L3/F11</p>		

Lesson 3/Frame 11

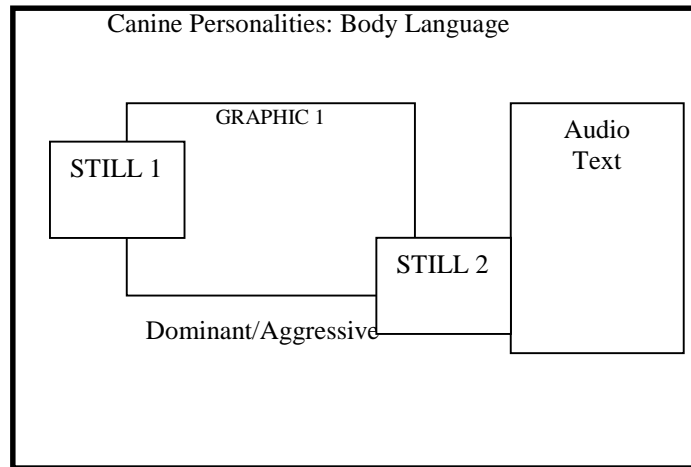


PROGRAMMING & GRAPHICS		AUDIO & TRANSCRIBED TEXT
Retain Background #3. Also retain GRAPHIC 1 with TEXT LABEL from previous frame. Show all Audio text in Audio Text Box.	A	<i>Narrator:</i> The posture of a dominant/aggressive dog is easy to recognize.
Add GRAPHIC 2: Arrow labeled “Erect Ears” and pointing to the dog’s ears.	B	Its ears will be erect...
Add GRAPHIC 3: Arrow labeled “Raised Hair” and pointing to the top of the dog’s neck.	C	...and the hair behind its head will be standing.
Add GRAPHIC 4: Arrow labeled “Bared Teeth” and pointing to the dog’s mouth.	D	The dog will probably growl and bare its teeth.
Add GRAPHIC 5: Arrow labeled “Erect Tail” and pointing to the dog’s tail.	E	In addition, the dog’s entire body will be tense and rigid and its tail will be erect.
Add GRAPHIC 6: Arrow labeled “Direct Eye Contact” and pointing to the dogs head.	F	And the dog will maintain a fixed stare.
NEXT = L3/F12		

Lesson 3/Frame 12

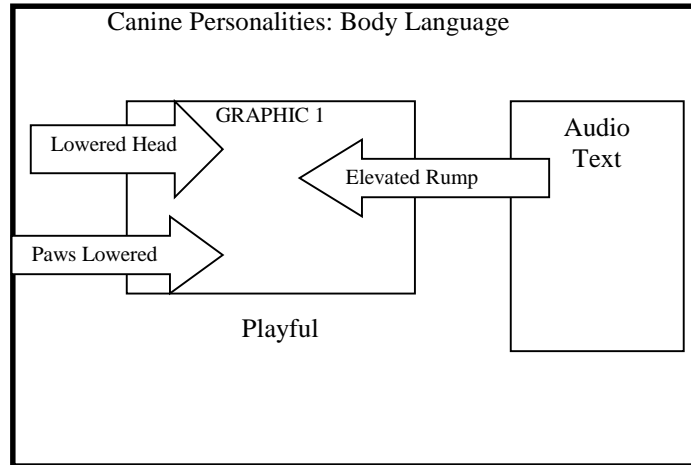


PROGRAMMING & GRAPHICS		AUDIO & TRANSCRIBED TEXT
<p>Retain Background #4. Also retain GRAPHIC 1 with TEXT LABEL from previous frame.</p> <p>Add STILL 1: Dog jumping on fence with person on other side.</p> <p>Show all Audio text in Audio Text Box.</p>	<p>A</p>	<p><i>Narrator:</i></p> <p>If there is a fence, the dominant/aggressive dog will assume a position ahead of you as you walk along the opposite side of the fence. The dog may even jump on the fence.</p>
<p>NEXT = L3/F13</p>		



PROGRAMMING & GRAPHICS		AUDIO & TRANSCRIBED TEXT
<p>Retain Background #4. Also retain GRAPHIC 1 with TEXT LABEL and STILL 1 from previous frame.</p> <p>Add STILL 2: Dominant/aggressive dog staring eye to eye with a person, possibly climbing over a fence to get at the person.</p> <p>Show all Audio text in Audio Text Box.</p>	<p>A</p>	<p><i>Narrator:</i> The dominant/aggressive dog considers direct eye-contact or frontal body posture a challenge to fight. If you turn and come face-to-face with this type of dog it will welcome the fight and may even climb over a fence to get to you.</p>
<p>NEXT = L3/F4</p>		

Lesson 3/Frame 14



PROGRAMMING & GRAPHICS		AUDIO & TRANSCRIBED TEXT
<p>User arrives here after selecting “Playful Dog” in L3/F4.</p> <p>Retain Background #4.</p> <p>Display GRAPHIC 1 with TEXT LABEL as shown above. GRAPHIC 1 is an enlarged version of the subordinate dog shown in GRAPHIC 4 in the previous frame.</p> <p>Show all Audio text in Audio Text Box.</p>	A	<p><i>Narrator:</i> A playful dog is not a threat, but merely wants to challenge you to a little game.</p>
<p>Add GRAPHIC 2: Arrow labeled “Elevated Rump” and pointing to the dog’s rump.</p>	B	<p>A playful dog will usually have its rump in the air...</p>
<p>Add GRAPHIC 3: Arrow labeled “Lowered Paws” and pointing to the dog’s front paws.</p>	C	<p>...and its front paws lowered.</p>
	D	<p>The dog may also run, steal an object, growl playfully, or bark to get attention.</p>
<p>NEXT = L3/F4</p>		