



articulāte

ESSENTIALS OF E-LEARNING DESIGN

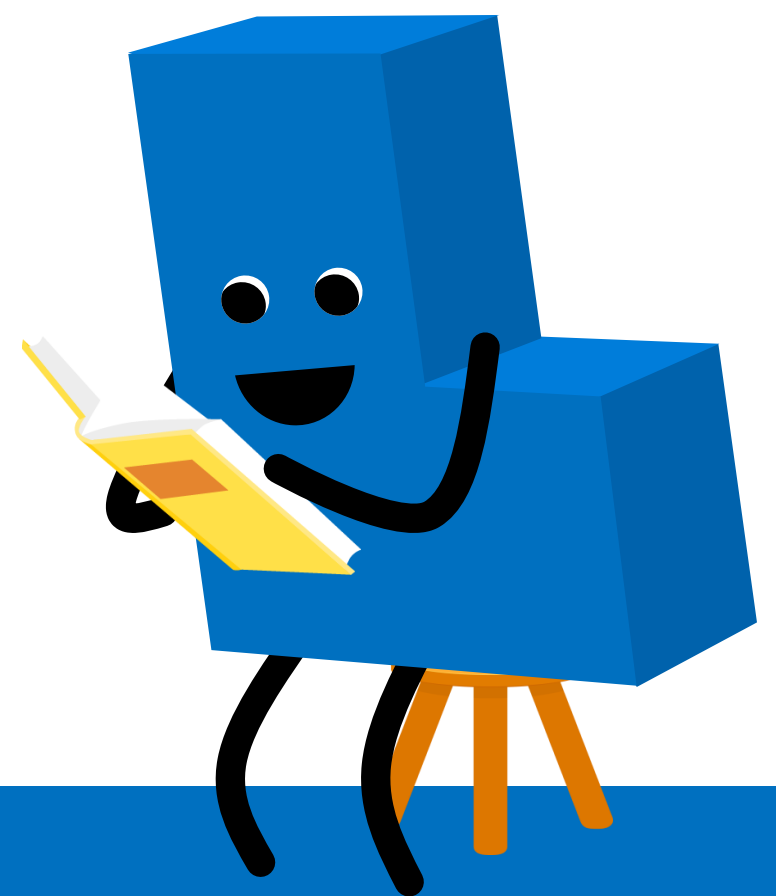
ONSITE TRAINING SYLLABUS

In this exclusive 2-day, in person training, you'll experience the hands-on practice and coaching you need to refine and enhance your understanding of e-Learning design.

This custom experience is unparalleled. You'll work through exercises for practical application of skills learned and leave with a wealth of knowledge and examples. We'll teach you how to get a seat at the table and be the e-Learning expert at that table.

Specifically, this training provides a hands-on approach to raising the quality of the content, graphic design, and effectiveness of your e-Learning courses. You'll learn how to design, develop, and deliver learning experiences for various audiences who bring different needs, styles, and wants. We'll discuss concepts and then give you time to work through exercises to bring the concepts to life.

From writing learning objectives and scenarios to designing visual concepts and thinking about aspect ratios, we'll cover it all.



Materials

Participants will receive a workbook containing:

- Course materials
- Built-in lab exercises
- Pages for taking notes
- Resource listing

We'll also have plenty of sticky notes, pens, markers, and the like on hand for use during the exercises.



Course Outline

The 2 days of design training are action-packed with hands-on application of concepts discussed throughout the modules. Here's a look at what's covered.

Why E-Learning?

To get started, we'll discuss what constitutes good e-learning. We'll answer questions like: "Why is e-learning so popular?" and "What are the trends in e-learning right now?"

Understanding by Design: Models & Methodologies

In this module, we'll review and discuss well-known instructional methodologies and models, such as ADDIE, Dick and Carey, Action Mapping, and SAM. From there, we'll examine an agile model that is more suited for use in rapid e-learning.

Big Idea Mind Mapping

The "Big Idea" discussion and exercise will help you zero in on the desired results, or goals, of the training through brainstorming and mind mapping.

Facets of Understanding

During design, it is important to be clear about what level of understanding we are aiming for with our desired results. To help us investigate, we'll work through Bloom's Taxonomy and the Facets of Understanding.

Writing Effective Learning Objectives

The learning objectives discussion and exercise will demonstrate the importance of writing effective objectives that are centered on the "Big Idea." We'll also brainstorm instructional strategies that could be used along with these objectives.

Adult Learning Theory/Learning Styles

We'll look at the set of principles and best practices that we apply to building training for adult learners. We'll also discuss the various learning styles adults bring to learning and learn about how accessibility can change our course design.

The Power of Assessing

Once we have clarity around the desired results, we'll discuss assessment types and brainstorm the questions we can ask in order to adequately assess understanding.

Engagement and Why Framing

Before we create storyboards, we'll talk about what constitutes engagement. From there, we'll discuss storytelling and how we can use the "Why framing" approach to build courses that create (aka, "hook") and hold interest for the learner. We'll also review and discuss "before and after" course makeover examples that utilize the "Why framing" approach.



Plan for Learning/Storyboarding

In this section, we'll review best practices to course design and uncover the importance of storyboarding, looking at examples of storyboards and learning how to determine what content should be covered in the training.

Writing a Driving Script

In this module, we'll uncover the importance of scripting a driving script by reviewing key tips and tricks to scripting for e-learning. We'll review example content and collectively decide which is preferable for learners.

Scenario-Based Learning & Simulations

In this discussion and exercise, we'll learn why scenario-based learning is one of the most effective ways to teach adults. We'll review examples of existing simulations, discuss a road map for simulation design, and then storyboard a sample scenario that will engage our learners and allow for the application of knowledge.

Interactivity

Typically, when e-learning designers talk about engagement, they are referring to interactivity. In this module, we'll discuss what makes for good interactivity versus having the learner click for the sake of clicking. We'll also review examples of different types of interactions and the potential use cases for each. We'll then work together to turn ordinary, bulleted content into interactive exercises to engage learners and help with knowledge retention.

Building a Visual Design

Now that we have a feel for the course flow, we'll shift gears and look at the visual design of e-learning courses. This in-depth design module will cover the following topics: color theory, font guidelines, design basics, and the effective use of text, graphics, and animation.

Visual Design Mind Mapping

The "Visual Design" discussion and exercise will help you zero in on the visual design of the training through brainstorming and mind mapping.

Animate to Communicate

Continuing in the theme of visual design, we'll review how animation can be used to help get and hold learner's attention, as well as show meaning rather than just trying to explain it with words.

Gamification

One way to assess learners and engage them at the same time is to use gaming components. In this section, we'll explore how we can apply the concepts from gaming (such as scoring, player controls, rules, etc.) to e-learning content to make it fun and engaging.

Micro-Learning

In this discussion and exercise, we'll discuss chunking content into small courses that can be quickly completed and digested. We'll work collaboratively to take an existing course and determine which pieces of that content works best in a micro-learning approach.



Working with Subject Matter Experts (SMEs)

The relationship you have with Subject Matter Experts (SMEs) of your course content can be vital to the success of your project. In this module, we'll review questions that can help gather information from the SME and tips for a successful relationship.

Managing e-Learning Projects

Throughout the development of e-learning, you'll want to manage timelines, stakeholder expectations, and the overall process for development. In this section, we'll review tips and tricks for doing just that. We'll also look at the answer the question: "How long does it take to create e-learning?"

Where to From Here?

To wrap up the training, we'll discuss ways to overcome designer's block and discover inspiration. Then, we'll review more helpful resources and allow time for Q&A and open discussion. Any available time remaining will be used for an open lab environment where you can work on existing training, with the ability to ask for expert advice from your instructor and your coworkers (aka, your new network).



Questions

Have any questions about the training experience or which course is right for you? **We're here to help!**

Email our Training Team at training@yukonlearning.com and we'll get right back to you. Otherwise, we look forward to having you join us in class!