

Courseware design

The *quickest* route to great e-learning

Overview

Some people imagine that designing e-learning is the same as designing a classroom course, others imagine it is so complex that they will never master it. Both points of view are equally wrong – designing a course for e-learning is different to classroom delivery, but no more complex; the trick is knowing and exploiting the differences to your own, and your learners' advantage.

Our courseware design workshop is a concise, practical introduction to the whole business of designing and developing effective e-learning as part of an overall training strategy. The 2-day workshop makes widespread use of practical exercises and delegate participation. It also allows you to apply the lessons learnt to your own courseware development project(s) within the course itself.



Outline

<p>Course introduction</p> <p>The context for e-learning</p> <p>General definitions</p> <ul style="list-style-type: none"> ■ What do we mean by e-learning? ■ Blended learning? <p>The big picture</p> <ul style="list-style-type: none"> ■ The business needs ■ Learning & development's role <p>Suitability of e-learning</p> <p>Understanding the subject matter</p> <ul style="list-style-type: none"> ■ Knowledge and skills ■ Types of content <p>Understanding the audience and environment</p> <ul style="list-style-type: none"> ■ Learning styles ■ Environment <p>The learning & development solution</p> <ul style="list-style-type: none"> ■ The overall solution ■ Evaluating the outcomes 	<p>Course design</p> <p>Preparation</p> <ul style="list-style-type: none"> ■ Process overview ■ Specification <p>Design issues</p> <ul style="list-style-type: none"> ■ Pedagogy - the goal of transfer ■ The learning object ■ Hierarchy & navigation <p>Content issues</p> <ul style="list-style-type: none"> ■ Process of refinement ■ The key players ■ Managing the interfaces ■ Learning styles ■ Copywriting for e-learning ■ Discovery learning <p>Page design</p> <p>Learning delivery</p> <ul style="list-style-type: none"> ■ Effective multimedia ■ Interactions ■ Modality & redundancy ■ Avoiding distraction ■ Metaphors & agents ■ Worked examples 	<p>Practice & assessment</p> <ul style="list-style-type: none"> ■ Uses of questions ■ Good question design ■ Feedback ■ Question types ■ Assessment options <p>Assets</p> <ul style="list-style-type: none"> ■ Media type selection ■ Sourcing assets ■ Delivery considerations <p>Templates</p> <ul style="list-style-type: none"> ■ Role of templates ■ Setting the boundaries <p>Working practices</p> <p>Development & publishing</p> <ul style="list-style-type: none"> ■ Group working ■ Content management ■ Publishing <p>Testing & reviewing content</p> <ul style="list-style-type: none"> ■ Test plans & methods ■ Version control ■ Approvals <p>Go live</p> <p>Conclusion Q&A</p>
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