

Welcome to ASTD's Instructional Design for e-Learning Certificate Program

Course Objectives

Michael Allen's Guide to e-Learning, 2003's best-selling book related to e-learning, is the foundation for this ASTD certificate class. This class reinvents instructional design 'common wisdom' with fresh e-learning examples from real clients using real budgets, focusing on making your instructional design approach better than most everyone who creates e-learning. The class focuses on skillfully meeting instructional design challenges in ANY industry.

By the end of this course, participants will learn

- Learner motivation - why it matters more than content; how to design and grow it
- Understanding the possibility of e-learning success in your organization; increasing the likelihood of that success
- Essential elements to include (and exclude) in navigation
- Instructional interactivity
- How e-learning tools and trends can disguise the true learning challenge
- How to gear e-learning towards behavioral-based outcomes instead of online information
- Structuring your e-learning design process to capture the best ideas more efficiently and cheaply. Are you ready to 'lose' the storyboards?
- How to evaluate e-learning and not get distracted by 'bells and whistles'

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For more information, contact ASTD Customer Care at 1.800.628.2783 or 1.703.683.8100
Email: customercare@astd.org
(Monday – Friday 8 a.m. to 6 p.m. EST)