

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

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## Course Overview

In some ways, instructional design missed the boat. Powerful authoring tools coupled with the Internet and low cost, media-capable computers and mobile devices expanded the sea of instructional possibilities dramatically and did so almost in an instant. Experienced instructional designers now find guidance lacking in classical literature and design principles, while inexperienced designers are drowning in alluring capabilities. Advanced E-Learning Instructional Design applies the science of behavior change while redirecting and narrowing the focus of instructional design to those things that matter most in creating successful e-learning applications. Participants will find not only effective ways to design meaningful, memorable, and motivational experiences, but also a blending of successful behavioral change principles. Based on dozens of research studies, these principles will help you design learning events that go far beyond the transmission of information to achieve behavioral change and targeted performance levels. The content of the workshop is based on the second book in *Michael Allen's E-Learning Library--Designing Successful E-Learning: Forget What You Know About Instructional Design and Do Something Interesting*. Copyright 2008 Allen Interactions Inc.

# Table of Contents

## Day 1 – Forget What You Know About Instructional Design

What is Instructional Design?.....	5
Knowing v. Doing.....	7
Instructional Design Challenges .....	8
Activity: What Are Your Core Design Principles .....	12
Instructional Interactivity.....	16
Activity: What Are Your Core Design Principles .....	12
Meaningful + Memorable + Motivational = Measurable Results.....	20
CCAF: Context, Challenge, Activity, Feedback as a Design Tool.....	23
Seven Magic Keys .....	24
Some tools for e-Learning .....	25

## Day 2 – Do Something Different

Theoretical Approaches .....	26
Some Good Things to Know about How Brains Work. ....	30
The Designer’s Objective: Create Lasting Beneficial Experiences .....	33
Human Memory System .....	34
Types of Learning. ....	35
Games and E-Learning Design .....	42
1 <sup>st</sup> Apply What We Know.....	65
2 <sup>nd</sup> Get Serious About Change.....	66
How Does This Effect Design?.....	70

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