



Instructional Design for e-Learning Certificate Program

Michael Allen's Guide to e-Learning, 2003's best-selling book related to e-learning, is the foundation for this ASTD certificate class. Michael Allen's unique vision focuses on providing learning experiences for users that are 'meaningful and memorable' and motivate learners to actually change their behavior beyond the post-test! 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.

Instead of limiting the teaching to specific development tools or 'how to program,' particular attention is paid on how to create instructional design solutions from scratch. This is not a tools class. This is not a one-size-fits-all solution/cookbook class. The class focuses on skillfully meeting instructional design challenges in ANY industry.

Learning Outcomes - What Will You 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'

Successful e-Learning. What constitutes success? We'll look at e-learning's failures and strengths, what we know about the learning process, and the four (4) success factors. You'll create your own definition of success for several of your prior projects.

Instructional Interactivity. Analyze e-learning projects for the four (4) absolutely necessary components of instructional interactivity: context, challenge, activity, and feedback. You'll work in small groups to brainstorm solutions using these four components.

Why Don't We Focus on Instructional Interactivity? Creating powerful, behavior changing e-learning means not getting 'fooled' by the many distractions. Are you a victim of a tool trap? Is your content-centric view keeping you from reaching learners? Time to explore how we instructional designers lose focus.

Learner Motivation. Can you design motivation into your e-learning? Can you create e-learning that folks WANT to finish? Yes. No changes happen without a great deal of motivation, so we spend a good deal of time delving into the seven (7) Magic Keys to motivating learners.

Learner Motivation (continued). The topic is so expansive, it'll undoubtedly span both Day 1 and Day 2.

Focusing on Performance. How do you know training is needed? What other options exist besides training? Why did we explore motivation before looking at the business context for whether or not e-learning is the best solution?

Navigation. Review how navigation impacts the effectiveness of e-learning. Explore how your preferences work with learners' experiences and design standards to create a powerful interface. Review examples and decide what you would or would not keep for your own interfaces.

Successive Approximation. Discuss Allen Interactions' unique development methodology created to harness and integrate the best ideas. You'll explore rapid prototyping, and iterative design.

Plain Talk. Look at an organization's relationship to its training with an eye towards creating e-learning that is mission-critical.

For more information, contact ASTD Customer Care at 1.800.628.2783 or 1.703.683.8100

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(Monday – Friday 8 a.m. to 6 p.m. EST)