

INTRODUCTION TO E-LEARNING DESIGN SCRIPT

I. INTRODUCTION

Good afternoon, my name is Ryan Deschamp, and today we are going to be discussing an Introduction to e-Learning Design. Before we get started, let's go over some housekeeping items:

1. This will be a short, 10-minute introduction to e-Learning design
2. I ask we keep distractions to a minimum, so please silence your electronic devices
3. If you need to step out for any reason, please do so quietly
4. Respect everyone's time, we're all adults so let's not take away from the learning opportunity in front of us
5. And finally, I want this to be as interactive as needed, so feel free to ask questions

After our discussion, you should have a basic understanding of:

1. Storyline 360
2. Course Structure
3. And The Design Process

Are we ready to get started?

II. STORYLINE 360

SURVEY SAYS: We asked 100 trainers: What are common tools to present training information?
(Allow for group to provide responses)

Great job, so it seems everyone is familiar with some program or tool to present and deliver training information. Awesome, that means you are already in a place to build upon your knowledge and expand your toolbelt!

So, what is Storyline 360? Storyline 360, or as I'll often refer to it as, Storyline, is an authoring software by Articulate that allows you to build robust and interactive e-Learning training modules. Think of it as a souped-up version of PowerPoint where you can build out interactions, dynamic triggers, scored assessments, and more!

So how can you use it? Storyline gives you the ability to create engaging and informative content that you can be either instructor-led or learner-led. The content can be delivered in a variety of ways, including web distribution or through a Learning Management System (LMS)/Learning Record Store (LRS) for those that need to track a learner's progress. It opens up the possibilities for you to get information in front of learners.

INTRODUCTION TO E-LEARNING DESIGN SCRIPT

III. COURSE STRUCTURE

ASK THE AUDIENCE: How would you structure an e-Learning course?

(Allow for group to provide responses)

It sounds like we have some great ideas on structuring an e-Learning course. For me, I like to have a guide to follow when building a course to ensure I'm incorporating all the necessary components.

The basic framework includes five components:

1. Introduction: Welcome, Instructions/Acknowledgements, and a Course Introduction for the learner.
2. Objectives: Outlining the main takeaways for the course.
3. Content: How the information will be presented including text, assets such as images, audio, or videos, and engagements like interactions, knowledge checks, and call to actions.
4. Assessment: This allows the learner to demonstrate what they have learned and allows you to gauge their understanding of the material
5. Conclusion: Summarizing the material, providing resources for the learner, and a way to exit or conclude the course.

If you follow this basic framework, at the very least, you will produce a decent course that can be used for training. Once you've mastered this framework, you can start to get creative with more in-depth interactions, complex builds, and maybe even gamification! Does that sound like something that could invigorate your training materials?

IV. THE DESIGN PROCESS

DAILY DEFINITION: The action or process of making ready or being made ready for use or consideration.

(Allow for group to answer) Answer: What is Preparation?

Now we have an understanding of how a e-Learning course should be structured, it's time to talk about The Design Process of building a course. And you may have guessed it, but preparation is the most important part of building a successful piece of training. The entire design process can be broken down into three phases:

1. Course Prep: Like I just said, everything else in the Design Process depends on preparation. You gather and review your source materials, you're reaching out to Subject Matter Experts, asking them questions, determining your objectives, organizing your information and considering what assets and engagements you may use. Before you begin your course build, you should have all your information ready.
2. Course Build: The next step is the actual course build. This is when you begin storyboarding your course, how information will flow, where content will go, how you will incorporate design elements. Do you have a style guide you need to follow? Is there a theme? These are

INTRODUCTION TO E-LEARNING DESIGN SCRIPT

all aspects that you will come across while assembling the course.

3. **Course Review:** Finally, once you have prepared all the information you needed and built out a course you are satisfied with, you have to review it. Read through each section, test the navigation, test the functionality of interactions, is everything working as it should? Afterwards, let a new set of eyes review your materials. It is so easy to get caught up in something you are building, something you know what it should be saying, and miss easy mistakes. Always have another person review your course. Once the material has been reviewed and finalized, then you can decide the best way to deliver your course. Again, with Storyline, you are able to publish materials for web-based access or it can be packed for an LMS/LRS for those that need to track a learner's progress.

Alright, so who feels like they are prepared to dive into the world of e-Learning?

V. CONCLUSION

Okay, so we've reached the end of our discussion on an introduction to e-Learning design. I introduced you to Storyline 360. What is it and why use it?

We learned about the basic framework of the course structure for e-Learning courses. What are the five components of the basic framework?

We walked through the Design Process of an e-Learning course. What are the three phases? And what is the most important part of the Design Process?

Great work everyone! I'm providing you with quick reference guides of The Basic Framework and The Design Process. Additionally, if you are interested in a more in-depth guide to Storyline 360, I've included the link to Articulate's step-by-step user guide.

Who's ready to take their training to 360? Any questions?