Designing Effective eLearning: A Step-by-Step Guide (Effective eLearning Design) (Volume 1)

Benjamin Pitman PhD

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Your success as a trainer is measured by the success of the people who take your courses. You can expend a great deal of effort developing content-focused or "wow" focused courses and get great reviews but still fail to change the way learners behave. To be successful, you need to focus on instructional design that results in learner transformation — new or improved skills or better decisions.

   This book guides you step-by-step in applying the vast body of research and experience to design high-impact e-learning courses. To do a complete job you should also consider the companion book, *Superb eLearning Using Low-cost Scenarios: A Step-by-Step Guide to eLearning by Doing.* This book contains over **400** practical tips, guidelines, and best practices on the instructional design and the technical design parts of creating professional-looking effective e-learning courses developed in Lectora®, Articulate®, Captivate®, Toolbook®, and many other authoring applications.

   The **Instructional Design** covers how to define your course requirements and performance objectives, six content organization strategies, how to compensate for the lack of a classroom environment, extensive details on how to write your content pages, guidelines for audio, video, and animation, secrets of writing effective practice exercises, and how to motivate the learner.

   The **Technical Design** includes more than 80 tips on format, layout, and navigation for a user-friendly attractive look and feel, 30+ things you must consider when designing activities and practice exercises, and technical considerations for audio and video media. It is the only book that has an entire chapter devoted to how to design a user-friendly web interface.

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