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101 eLearning Boot Camp: All the Basics You Need to Get Started

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Why are you here?
Let’s Talk About E-Learning

1. What distinguishes e-learning from other types of online learning
2. The meanings behind some common e-learning acronyms
3. The technology used to create, share, and track e-learning courses
4. Easy tools and tips for smartly managing your e-learning projects.
What is e-learning?

E-Learning is education or training delivered electronically.

Unlike other types of online learning it is:

- Self-paced
- Interactive
- Media-rich
How to Make an E-Learning Cake

TOOLS

• Authoring tools for making content interactive
• Tools for creating or editing graphics, audio, video, etc.
• Platforms for hosting your content

PEOPLE

• Learners
• Subject Matter Experts
• Stakeholders
• Other designer/developers

PROCESS

The Recipe for your cake, i.e. the process of gathering requirements, gathering content, designing the content to make it easy to consume
Effective E-Learning

- Snappy Writing
  - Human
  - Personal
  - Concise

- Meaningful Interactions
  - Compelling
  - Thinking
  - Doing

- Thoughtful Visuals
  - Clear and relevant
  - C.R.A.P.
Snappy Writing

More of this:

“Not sure where to start? We’ve got you covered! This course covers everything you need to know ...”

Less of this:

“This course has been designed to provide you with the foundational knowledge and skills required to begin...”
What makes 
**Effective E-Learning**

**Snappy Writing**
- Human
- Personal
- Concise

**Meaningful Interactions**
- Compelling
- Thinking
- Doing

**Thoughtful Visuals**
- Clear and relevant
- C.R.A.P.
“Customers should be advised that the following merchandise is NOT ELIGIBLE FOR RETURNS:

- Earrings
- Undergarments”
What makes Effective E-Learning

Snappy Writing
- Human
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Meaningful Interactions
- Compelling
- Thinking
- Doing

Thoughtful Visuals
- Clear and relevant
- C.R.A.P.
More of this...
C.R.A.P.

Contrast

Repetition

Alignment

Proximity

Learn More about CRAP here:
Acronyms

ADDIE: An acronym for Analyze, Design, Develop, Implement, and Evaluate – ADDIE is a popular instructional design process. (PROCESS)

AICC: Stands for Aviation Industry CBT Committee, AICC is a technical standard for developing courses for the aviation industry, but it’s a standard used by other industries as well. (TOOLS)

CBT: An acronym for Computer Based Training. Today we refer to this type of training as e-learning or online learning. (TOOLS)

LMS: Acronym for Learning Management System, an LMS is a software application for the administration, documentation, tracking, reporting and delivery of e-learning. (TOOLS)

MOOC: Stands for Massively Open Online Course – a MOOC is a course made available over the Internet without charge to a very large group. (TOOLS)
Acronyms, cont.

**SAM**: Stands for Success Approximation Model, SAM is an iterative design model. (PROCESS)

**SCORM**: Stands for “Sharable Content Object Reference Model.” It was developed by the United States Department of Defense. SCORM is a standard. (TOOLS)

**SME**: Stands for Subject Matter Expert, SMEs are the folks you as an e-learning designer might work with to get expert perspectives on the content for your courses. (PEOPLE)

**WBT**: Stands for Web-Based Training, this term has largely been replaced by e-learning or online learning. (TOOLS)

**XAPI**: Stands for Experience API, the purpose of the xAPI is to store and provide access to learning experiences. xAPI enables tracking of learning experiences, including traditional records, such as scores and completion. (TOOLS)
Free Online
Glossaries

2. ATD’s Online Learning Glossary of Terms: http://bit.ly/1f7xPvp
A Very Simple
E-Learning Design & Development Process

Start → Plan & Understand → Develop & Deploy → Design → Rapid Prototyping → Storyboarding → Testing → Review → End
# Free Tools & Tips for Managing E-Learning Projects

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<th>Phase</th>
<th>Tools</th>
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<td>Plan &amp; Understand</td>
<td>Needs Analysis Questions</td>
<td>Use these questions to have a performance-focused conversation with SMEs.</td>
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<tr>
<td>Plan &amp; Understand</td>
<td>Basic Project Plan</td>
<td>This simple-to-use plan is great for organizing a plan and/or getting sign-off from stakeholders.</td>
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<td>Design</td>
<td>Simply Storyboard</td>
<td>When it comes to getting creative buy-in from the boss, showing is always better than telling.</td>
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<td>Develop &amp; Deploy</td>
<td>Audio Recording Script</td>
<td>Does your course even need audio? Learn more here: <a href="http://bit.ly/2lR2UH5">http://bit.ly/2lR2UH5</a></td>
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More Free Resources
