
Five Tips for Instructional Designers in Effective E-Learning Environment

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Q: What is an Instructional Designer?

It's a **HARD** job,
but someone has to
do it!





E-learning

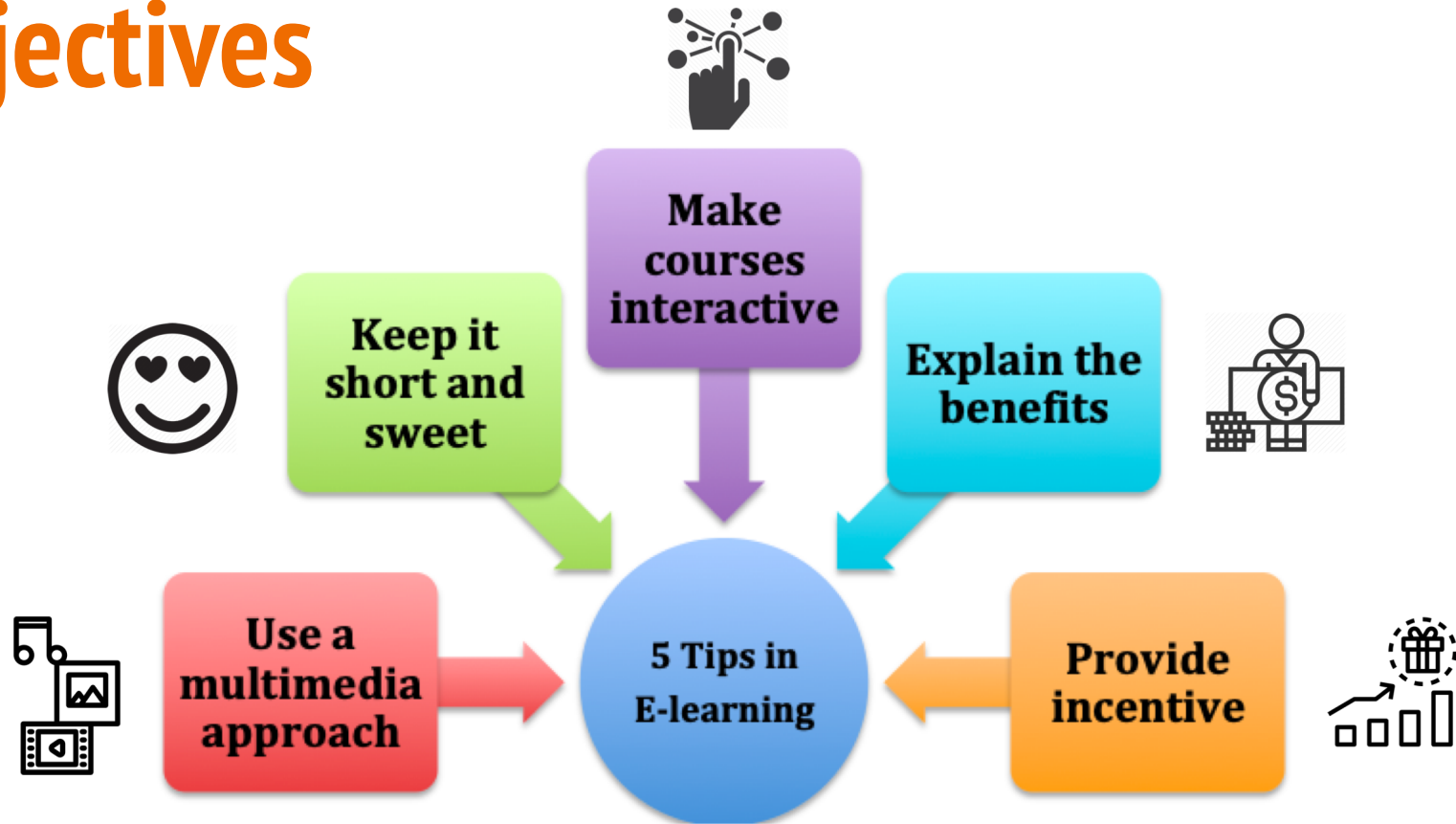


E-Learning is a learning environment that utilize electronic technologies to access educational curriculum outside of a traditional classroom.

Online learning can be kind to your budget, but if learners aren't engaged in the content when.....



Objectives



eLearning in Instructional Design

K-W-L Chart

Topic: _____

What I **K**now

What I **W**ant to Know

What I **L**earned

Tip 1: Use a multimedia

1. Different trainees have different learning modalities!
2. Pictures, voiceover narration, video to keep people from drifting off.
3. Be capable of absorbing big chunks of text, learn better through visual cues, fare better with auditory stimulation.

MULTIMEDIA



Example 1:

“ In preparation for Saturday's class, please be sure to do the following:

- Bring your laptop. We will work on peer reviews for IDA#1 and input all feedback on Canvas. [Review the feedback rubric for IDA #1](#).

Learn more about using Peer Reviews in Canvas

[215 - Peer Reviews](#) from [Instructure Community](#) on [Vimeo](#).” (Bianca, 2019)

Example 2:

United Nations Office on Drugs and Crime (UNODC)

<https://www.unodc.org/elearning/>



Tip 2: Make Course Interactive

- ★ Avoid distraction: keep on task, use short, interactive quizzes, multiple choice, labeling.
- ★ Quizzes will aid with the retention of the material: Hawthorne effect phenomenon.
- ★ Facilitate collaboration: Not much activity on the forums or message boards, generate a discussion prompt or invite participants to share their notes and ideas.

Interactive





- ★ Related note: the tone you use in training materials with no live audience, training materials might be dry and impersonal. Having a photo of people in view while creating courses makes you think of presenting live, which will make the tone more conversational and, thus, give trainees a sense of interactivity. Giving a bit of live training is a nice complement to the online counterpart.

Example:



Example 2

<https://elearningindustry.com/elearning-quiz-templates-usage>

<https://elearningindustry.com/tools-to-create-digital-quizzes-interesting>

Kahoot

Poll Everywhere



Tip 3: Short & Sweet

1. No more than 10 words on a slide
2. Including images, voiceovers, narration: no more than five minutes per slide.
3. Break up content into eight to 15 minutes short modules
4. Each module should include a quiz  for assessment.



Example:



MEET THE CUPCAKES

Lorain Spoons is simply sharing best of the printing and publishing industry. Lorain Spoons has been the industry's standard during best ever since the 1980s, when an unknown printer took a galaxy of type and created it to make a type specimen book. It has earned not only the reputation, but also the long-term adoration.



MODULE 1



MODULE 2



MODULE 3



MODULE 4

MEET THE CUPCAKES

BROWNIE
 FEATURES
 Award-Winning Content
 Award-Winning Design
 Award-Winning Results

VANILLA
 FEATURES
 Award-Winning Content
 Award-Winning Design
 Award-Winning Results

RASPBERRY
 FEATURES
 Award-Winning Content
 Award-Winning Design
 Award-Winning Results

MODULE 1

MEET THE CUPCAKES

COMPONENT COURSE: Learning how to use the component course planning tool.

COMPONENT COURSE: Learning how to use the component course planning tool.

MODULE 1

MODULE 2

MODULE 3

MODULE 4



Cupcake

Lesson plans to create learning fun of the printing and spelling history, learn about the printing and spelling history, and learn about the printing and spelling history.



Cupcake

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Lesson plans to create learning fun of the printing and spelling history, learn about the printing and spelling history, and learn about the printing and spelling history.

CUPCAKE TRIVIA

Learn to speak in simply delicious text of the printing and typesetting industry!

☐ TRUE ☐ FALSE

 MODULE 1  MODULE 2  MODULE 3  MODULE 4

CUPCAKE TRIVIA



ABOUT OUR CUPCAKES

Cupcake ipsum is simply fluffing that of the grilling and spreading. Industry, confection has been the industry's standard during our sweet since the 1930s, when an artisanous printed with a glaze of love and surrounded it to make a light spectrum brown. It has succumbed can only few restrictions, but without it being too obvious one...



MOONLITE 1



MOONLITE 2



MOONLITE 3



MOONLITE 4

CUPCAKE TRIVIA

Module 1 Module 2 Module 3 Module 4

Learn Spanish is a course, covering all of the listening and speaking vocabulary, correct grammar and the best techniques to learn Spanish fast and easily. After only 10 days, you will have a solid grasp on conversational skills.

FEATURES	BENEFITS
 - Learn Spanish: 10 days - Develops all of the listening and speaking vocabulary	 - Learn Spanish: 10 days - Develops all of the listening and speaking vocabulary
 - Learn Spanish: 10 days - Develops all of the listening and speaking vocabulary	 - Learn Spanish: 10 days - Develops all of the listening and speaking vocabulary
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 **MODULE 1**
 **MODULE 2**
 **MODULE 3**
 **MODULE 4**

FEATURES

Screen Space is simply, turning out all the printing and typesetting industry. Screen Space has been the industry's standard during the last 100 years, when an average person used a galley of type and composition stones.

FEATURES



Screen Space is simply
turning out all the printing
and typesetting industry.



Screen Space is simply
turning out all the printing
and typesetting industry.

BENEFITS



Screen Space is simply
turning out all the printing
and typesetting industry.



Screen Space is simply
turning out all the printing
and typesetting industry.

ABOUT OUR CUPCAKES

Cakeit's goal is to create lasting love in the wedding and anniversary industry. Cakeit has been the favorite standard among our new bride the 1980s, when we welcomed guests with a galaxy of apps and decorated it to make a special occasion look like a fun occasion too. Only the best, the best, the best of the best.

A stylized illustration of a person with dark skin and short dark hair, wearing a red apron over a blue shirt. They are holding a white rectangular tray with three brown cupcakes on it. The illustration is set within a white rectangular frame with rounded corners, which is placed on a light brown background. Above the frame, there are three white, scalloped-edged shapes resembling clouds or decorative elements.

Tip 4: Explain the *Benefits*

1. Let the participants know how the information will apply to what they are doing—in particular, how it will help them improve a skill (or skills).
2. Sharing real-life stories
3. Before-and-after scenarios work very well. Describe how learners are doing things today, and then how they will do things after taking the training course and what the impact will be.



Example 1:

<http://www.chemcollective.org/find.php>

Effective for flipping the classroom:

- excellent on both new topics & basic info learning and activities & exercises testing.

<https://www.usfca.edu/online>

Online courses:



Example 2:

Dream's career switching...



Tip 5

- ★ A 2017 study in Harvard Business Review found that 44% of employees would consider a lower-paid job that offered tuition assistance, so the **opportunity** for education can be a powerful motivator.
- ★ Incentives also need to have well-explained criteria; secret or arbitrary incentives will appear unfair and encourage mistrust.

iNCENTiVE



Tip 5.1 : Provide Incentive

→ Offer rewards such as professional certificates and badges. Badges aren't just for gaming anymore.

For example, Badgeville offers a solution for HR and training that helps increase employee engagement. Companies that have enacted a badge program see a 25 percent increase in training completion and a 50 percent reduction in time to complete online learning courses.



Tip 5.2 : Provide Incentive

- Provide small prizes for trainees who perform the best on quizzes, say a \$5 gift card to Starbucks or a pack of M&Ms (it's amazing how many adults are still motivated by free candy).
- Intangible rewards. Reinforce trainee behavior with specific feedback, referring to their performance based on what was covered in training.



Example:

Learning Management Systems (LMS) provide ***can rocket employee productivity.

1. Shouts Out
2. Flexible work hours
3. Days off
4. Allowing Dress-down Day
5. Assigning titles.



Apply: Elearning in math addition course



$$3 + 5 = ??$$

1 grade students

https://www.mathplayground.com/ASB_SkateboardPups.html

Math Games

Logic Games

Math Arcade

Story Math

Math Videos

All Games

1

2

3

4

5

6⁺

PLAY MORE GAMES!

Puzzle Playground

NEW! Play games on Puzzle Playground

1st Grade

2nd Grade

3rd Grade

4th Grade

5th Grade

6th Grade

SKATEBOARD PUPS...

SPEED YOUR PUP UP! CAN YOU SOLVE ALL OF THE MATH CHALLENGES?

play with friends

Results

Accuracy: 75% Rate: 6/min

1st: 81.41 sec

Computer 7

Computer 8

2nd: 82.31 sec

Computer 4

Computer 5

3rd: 83.21 sec

Player699

Computer 6

4th: 83.68 sec

Player58

Computer 3

Missed Questions

$2+6+6 = 14$

$3+8-3 = 8$

$5-5+5 = 5$

PLAY AGAIN

Elicit performance - Let's do it!

What's next?



Design an e-learning instruction to install the Xerox printer driver to your personal computer

See your handout.

Please try to fix the following issues in your design,

- The information in documentation is too old and not accurate anymore.
- Students prefer came to ITS Help Desk to ask for assistance rather than read a long documentation.
- The individual assistance is repetitive and unproductive.

Brainstorming time!



Informative Feedback

How did you manage the five tips?

1. Use an multimedia approach
2. Make courses interactive
3. Keep it short and sweet
4. Explain the benefits
5. Provide incentive



Use an multimedia approach

- Use multiple types of media
 - Use methods such as screencasts, video, and school webpage
- Place within intervals in each course
 - Hold orientation training and provide information session during the intervals
- Use pictures, voiceover narration, and video to keep people from drifting off
 - Provide the documentation, video narration together with a screencast to students
- There is value in creating high-quality media for courses
 - Look for help from the school instructional design team



Make courses interactive

- Given the various apps, projects, and meeting reminders that are contained on students' learning devices
 - Build the function to push notifications of tech FAQs on the USF mobile app
- To keep everyone on task, use short, interactive quizzes, preferably with a variety of answer types such as multiple choice and labeling
 - Provide some quizzes after each screencast that are provided to students
- Consider the tone you use in training materials. When you're not catering to a live audience, training materials can have a tendency to come across as dry and impersonal
 - Have two acting people make the audio to achieve a conversational tone in the e-learning material

Keep it short and sweet

- Easily digestible courses -you should keep participants moving along at a swift pace
 - Keep each video shorter than 3 minutes
- Less words, more images, and a small quiz after each module
 - Use screencast to provide tangible concept of small troubleshooting that students may face
 - Arrange a game or quiz after each e-learning material

Explain benefits

- Explain how the training will help them improve a skill (or skills)
 - Mention at the beginning of the learning video that by acknowledging these small IT services treats, they will save a lot of time and easily solve issues by themselves
- Sharing real-life stories to show the value of the information
 - Talk about my own being frustrated story in the e-learning video
- Before-and-after scenarios work very well.
 - Describe how students are doing things today, and then how they will do things after taking the training course and what the impact will be.



Provide intensive

- Offer rewards such as professional certificates and badges.
 - Offers a solution for getting bonus if students complete all IT services e-learning materials to apply for a position and be interviewed
- You could even provide some small prizes for trainees who perform the best on quizzes, say a \$5 gift card to Starbucks or a pack of M&Ms (it's amazing how many adults are still motivated by free candy)
 - Provide butterfingers to students who answers the quizzes correct; award a \$20 Amazon gift card to anyone who are finally hired after completing all e-learning courses
- Reinforce trainee behavior with specific feedback, referring to their performance based on what was covered in training
 - Answer students' questions on time if they ask anything during or after the e-learning process

8. Assessment



Respond at **PollEv.com/shanshangao**

1. which instruction designing principle does this picture demonstrate?



Multimedia **1**

Interactive **2**

Sweet & short **3**

Explain
benefit **4**

Provide
incentive **5**



Respond at **PollEv.com/shanshangao**

2. which instruction designing principle does this picture demonstrate?



Multimedia

Sweet & short

Interactive

Explain
benefit

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Respond at **PollEv.com/shanshangao**

3. which instruction designing principle does this picture demonstrate?



Multimedia

Sweet & short

Interactive

Provide
incentive

Explain
benefit

4. which instruction designing principle does this picture demonstrate?



Multimedia

Sweet & short

Interactive

Explain
benefit

Provide
incentive

5. which instruction designing principle does this picture demonstrate?



Multimedia

Short & Sweet

Interactive

Provide
incentive

Explain
benefit

Reflection

- ❖ How would you use the 5 tips in your ID?
- ❖ IDA #1 2 3 4 5?
- ❖ K-W-L?



References

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<https://hbr.org/2017/02/the-most-desirable-employee-benefits>