

SET THE STAGE FOR E-LEARNING

2013 ILTA ANNUAL
EDUCATIONAL CONFERENCE



Thing 1

E-LEARNING
IS NOT
RECORDING
A DEMO IN

[INSERT E-LEARNING APP HERE]



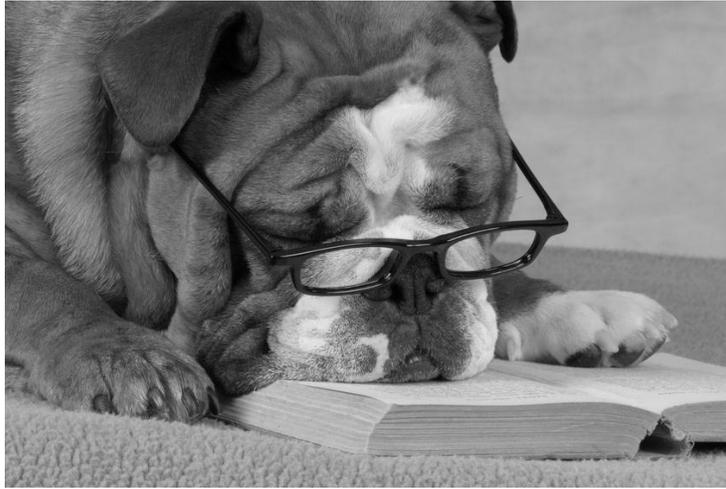
"NO NEED FOR DESIGN AND
ANALYSIS. WE'VE DONE THAT."



MUST FOCUS ON THE
MUST HAVE



WHY E-LEARNING, IF YOU'RE NOT
GOING TO USE THE E?



PAGE TURNERS ARE
NO LONGER AN OPTION

Thing 2

FOCUSING ON ONE
PART OF THE
PROCESS WON'T
WORK.

WHERE IS YOUR FOCUS?

- E-Learning Architecture
- Business Needs/Objectives
- Learning Objectives
- Design/Storyboarding
- User Interface
- Interactivity
- RECORDING
- Refining Module



Thing 3

THE METHOD WILL
PREVENT THE
MADNESS

amazon



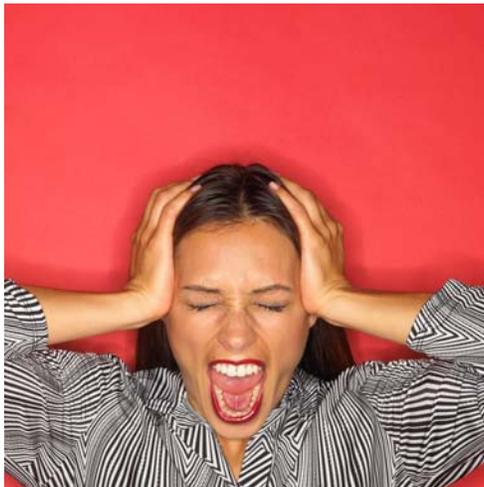
SHORT-TERM
VS.
LONG-TERM



PRODUCTION APPROACH



COST SAVINGS



MENTAL SAVINGS

TODAY'S OBJECTIVES

- Steps for Recording
- Developing a Standards/
Style Manual
- Creating Templates
- Building a Library of
Reusable Content

12-STEP PROGRAM FOR CREATING A COURSE

