

ILTACON 2017 CONTENT AUTHORING TOOLS SESSION

Tools and Resources

Below are representative content authoring tools in several categories, as well as the specific tools used and demonstrated by the speakers on the panel.

There are also time estimators and articles listed that may give you additional guidance.

Good luck and have fun developing engaging learning content!

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CONTENT AUTHORIZING TOOLS

The content authoring tools listed below are representative tools in the major categories we have identified. These should not be considered recommendations, but will give you an idea of the capabilities of the different types of content authoring tools you may consider purchasing.

MAJOR PLAYERS

These are the “big guns” in learning content authoring and used as primary authoring tools for those who have an authoring tool. For more detailed information on these tools and help when considering which tool to purchase, please review the *Authoring Tools Features List* spreadsheet we compiled.

[Adobe Captivate 2017](#)

[Articulate Storyline 3](#)

[Lectora Inspire 17](#)

TechSmith's [Camtasia](#) (screen recording and video editor) and [Snagit](#) (screen capture)

LMS Built-Ins

Some learning management systems now include authoring tools. Examine these authoring tools closely and compare to others on the market, because they may not be robust enough for your specific needs.

[eLogic Essential LMS \(Domiknow Claro\)](#)

[Bridge \(Arc Video\)](#)

[GoMo Learning Suite](#)

PPT AND PPT ADD-INS

These tools may be a good entry point, if you do not have the budget or time to commit to learning a more robust tool. They can also be used to show the possibilities in order to gain those budget dollars.

PowerPoint

- Video Recording and Editing
- Photo Editing
- Creating Diagrams

[Adobe Presenter](#)

[Office Mix](#)

- [ILTA Office Mix Webinar](#)
- [Office Mix Handout](#)

[Articulate Studio](#)

[iSpring Suite](#) / [iSpring Presenter](#)

IN-APPLICATION/PERFORMANCE SUPPORT/ASSESSMENT

Having a tool that allows learners to stay in their working environment is very effective, but may not fulfill all of your content development needs. Good design is needed to make these products really shine.

TutorPro's [Live Content Studio](#)

TutorPro's Athena (Beta, formerly Global Help on Demand)

Capensys' [Learning in Action](#)

[The Leo Platform](#) from Kryon Systems

[WalkMe](#)

[iSpring QuizMaker](#)

ANIMATION/VIDEO

Animated characters and graphics can be very engaging when used well. These should be considered secondary tools.

[GoAnimate](#)

[PowToon](#)

[Adobe Animate CC](#)

[VideoScribe](#)

[ScormFly](#)

TechSmith [Relay](#)

PRACTICE/REINFORCEMENT

There are more and more niche tools being developed to provide practice and reinforcement of learning activities. These are also second tools.

[MindMarker](#)

[mLevel](#)

[Knowledge Guru](#) by Bottom-Line Performance

NEW AND DIFFERENT APPROACHES

[Articulate Rise](#)

Microsoft [Sway](#)

- [ILTA Webinar on Sway](#)

[Axonify](#)

[Skilitics](#) - The Future

- [Fixing the eLearning Industry Video](#)

OUR TOOLS AND USES

Tanya's Tools

Software

- [Camtasia](#) (TechSmith)
 - Recording screencasts
 - Animate graphics
 - Video annotations
 - Audio/video sync and editing
- PowerPoint
 - Creating graphic elements
- [Snagit](#) (TechSmith)
 - Static screen capture and markup
- Investigating for future use: [Canva.com](#)
 - Web-based, free, graphic design

Hardware

- Yeti Blue Microphone
- Pop filter
- 27" monitor + secondary monitors

Cory's Tools

Software

- [Articulate Studio '13](#)
 - Great resources for those new to the e-learning creation space
 - PowerPoint plug-in; low learning curve
 - Suitable development resource to upskill team members
 - Key Features:
 - Record audio directly into presentation
 - Annotations for emphasis
 - Create quizzes on the fly (Quizmaker)
 - Engaging interactions
 - Diverse array of illustrated and photogenic characters
 - Video: Record via webcam, import, and crop
 - Create navigation panel and skin easily via slide properties
 - Publishes to Flash, HTML5, and for iPad

- [Articulate Storyline](#)
 - More advanced e-learning development output than Studio
 - Less intuitive; training recommended
 - Scenes vs. PowerPoint slide
 - PowerPoint-like interface for Design, Transitions, Animations
 - Development Conventions: Resource vs. E-Learning
 - Layers vs. Triggers
 - Video Quizzing
 - Mouse over (won't work on mobile)
 - Responsive: Published output automatically adapts to device (i.e. desktop, tablet, smartphone)
- Camtasia
- Snagit
- Air Server
 - Mirroring Software
 - Mac & PC compatible
 - iPhone & Android compatible
 - AirPlay, GoogleCast, Miracast
 - Excellent for mobile application tutorials

Hardware

- Audio Technica AT2020 USB Condenser Mic
- Portable Recording Booth
- Secondary desktop computer
- Secondary monitor
- Tablet (iPad)

Robin's Tools

Software

- Live Content Studio
 - Interactive in Live Application
 - Assessment and Training
- Captivate
 - Interactive
 - Application Simulation
 - Training/Testing
- TutorAuthor NG (no longer sold)
 - Application Simulation
 - Interactive – Wide Array of Events

- Training/Testing
- Articulate Storyline
 - Story content
 - Conceptual content
 - Soft Skill Development
 - Testing/Exercises
- Sparkol VideoScribe
 - Demo/Promo video
 - Incorporate Video and animation
- Adobe Creative Suite
 - Multimedia Development
 - Video – Conceptual, Promo, Interviews
- Camtasia
 - Short demo video
- Snagit
 - Graphics capture
- Audacity
 - Audio Editor and Recorder
- WebEx Recorder
 - Reproduce webinars/clean recording
- Cornerstone
 - Internal LMS Testing/Training tool
 - Robust question types, including free text.
 - Reporting detailed and summary
 - Question Bank development

Hardware

- MacBook Pro and Monitors
- iPad/iPhone
- Video Camera
- Lighting Array
- Green Screen
- Slide
- Blue Snowball and Yeti Microphones

- Microphone w/ Stand/Filter
- Body Microphone
- Tele-prompter
- Solstice

Sean's Tools

Software

- [Adobe Captivate 2017 – SaaS Model](#)
 - Workhorse Development Tool
 - Create Interactive Learning Modules
 - Create Interactive Software/Web App/Workflow Simulation/Games
 - Reinforcement/Quiz/Testing
- [Adobe Presenter 11/Adobe Presenter Express 11](#)
 - Rapid Development Tool
 - SCORM Wrap Recorded Meeting/Presentations (eCLE)
 - Linear Interactive Learning Modules (upcycle PowerPoint)
 - Captivate Plug-in allows Software Simulations to be embedded in Presenter courses
 - Record Presentation
 - Wide Array of Video Enhancements
- [Adobe Connect 9.6 \(Hosted\)](#)
 - Virtual Training & Support Room
 - Webinar Platform
 - Record Sessions
 - Entire Session or Chosen Section can be made On Demand
- PowerPoint 2016
 - Presentation
 - Death by PowerPoint
 - Storyboard
- OneNote 2016
 - Project Management
 - Storyboard
- [GoAnimate](#)
 - Animation Studio
- [Adobe Premiere Elements 14](#)

- Video Production
- Editing and Cleanup
- [Adobe Media Encoder CS6](#)
 - Media Cleanup and Conversation
- [Adobe Audition CS6](#)
 - Audio Recording and Editing
- [Audacity \(FREE\)](#)
 - Audio Recording and Editing
- [Corel VideoStudio](#)
 - Video Production
 - Editing and Cleanup
- [WonderShare](#)
 - Media Cleanup and Conversation
 - Screen Recording
- [GreenShot \(FREE\)](#)
 - Screen/Graphic Capture

Hardware

- Bad Unpaid Actors (Firm Atty & Staff)
- [Blue Snowball – USB Cardioid & Omni directional pickup options](#)
- Pop Filter
- [Samson Q1U Microphone - Super Cardioid](#)
- [Sades SA902 7.1 Channel Virtual USB Surround Stereo Wired PC Gaming Headset Over Ear Headphones with Mic Revolution Volume Control Noise Canceling LED Light](#)
- [CowboyStudio Reversible Pop Out Background Panel: Blue & Green, B/G PANEL](#)
- [Background Support System & Carry Case - CowboyStudio Black, White, and Green Backdrops](#)
- [LimoStudio Photo Video 2400-Watt 3 x Softbox Continuous Light Kit, 3 x Light Stands, 3Pcs x 16" x 24" Softbox with 4 x 45-Watt 6500K Bulbs and Bulb Holder Each Total 12 Bulbs, Carrying Bag](#)
- Sony HXR-MC50U 6.6 MP Camcorder - 1080i

Michelle's Tools

Software

- [Adobe Captivate](#)
 - Creating software simulations
 - Interactive modules

- Robust Quizzes
- [PowToon](#)
 - Animated videos
- [Office Mix](#) (FREE)
 - PowerPoint-based modules
 - Add audio/video
 - Include quizzes
 - Back-end analytics available
 - [ILTA Office Mix Webinar](#)
 - [Office Mix Handout](#)
- OneNote
 - Outlines/Scripts
 - Designing Instructional Blends
 - Collecting Assets
- PowerPoint
 - Creating graphics/diagrams
 - Basic photo editing
 - Storyboarding
- [Irfanview](#) (FREE)
 - Grabbing screenshots
 - Cropping/Resizing images
- [Piktochart](#)
 - Creating infographics
 - Numerous graphical resources
- [Audacity](#) (FREE)
 - Recording/Editing audio

Hardware

- Basic: [Plantronics Headset with Microphone](#)
- Upgrade: [Samson C01U USB Condenser Mic](#)
 - [Mic Stand Pop Filter](#)
 - [Samson SP01 Spider Shock Mount](#)
 - [Microphone Suspension Arm Stand](#)
- [Bose SoundSport In-Ear Headphones](#)

ADDITIONAL RESOURCES

Content Sources and Examples

- [Incompetech Royalty Free Music](#)
- [Stock Up 13,000 Free Stock Photos](#)
- **Sample Content:** [E-Learning Heroes Challenges](#)

Time Estimators

- [How Long Does It Take to Create eLearning?](#)
- [Bryan Chapman Slideshow](#)

Articles

Be leery of lists of best tools, because many times companies pay to be on those lists. We think these will give you a good sampling, but buyer beware.

- [Best eLearning Authoring Tools of 2017](#)
- [Ultimate List of HTML5 eLearning Authoring Tools](#)
- [Top 10 e-Learning Authoring Tools to Deliver Engaging Courses](#)
- [5 of the Best eLearning Authoring Tools for Blended Learning](#)

Content Authoring Training/Consulting Vendors

- [Iconlogic](#)
- [SunTech 3](#)
- [MicroAssist](#) (accessibility experts)
- [Legal Learning Development Network](#)