



Content Design and Development: Student Engagement

— Background

- Virtual in-person training (VILT), or live online training delivered in a virtual environment,
- plus online learning,
- recorded on-demand learning content
- computer-mediated communication (CMC)
- Blended Online Learning
- Learning Needs (Addressing different needs)
- Video led Learning
- Mobile Collaborative Informal Learning Design



Current Status

Long-Term Plans

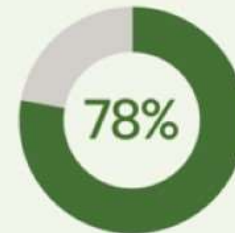
Even when employees return to work, blended online learning will be the primary way that learning programs are delivered post COVID-19.

ILT ↓



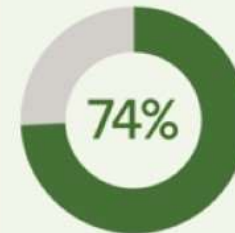
of L&D pros expect to deliver a lot less ILT.

VILT ↑



of L&D pros expect to have a lot more VILT.

Online Learning ↑



of L&D pros expect to have a lot more online learning.

'Building and flying the plane'

Challenges

- live learning experiences
- the virtual world
- Video/Screen fatigue
- less is more
- Will learning stick?
- Don't Digitize but Digitalize
 - in-person training into a video conference environment
- Virtual Learning Can be still Social

How do we deliver learning in a completely virtual environment?

Key Elements- Design



[Kevin Delaney](#), VP of Learning & Development at LinkedIn

1) great content;

2) great delivery of that content;

3) operational excellence; and

4) delivery of a great learning experience

rigorous vetting process

Customise learning paths (branching scenarios)



Key Elements Content Design

[Simon Brown](#), Chief Learning Officer at Novartis, The technology may be new, **techniques** are the same.

- Learner Needs
- Learning Objectives
- Chunking the content
- Storyboard
- Development

ADDIE Model

CA-Outcomes/Objectives-Content-
Assessment

Best Practices

- Seize the moment
- Growth of open education: 70% probability (depending on definition of open education)
- Great Content----Delivery ---Great Learning experiences



Poor Design and Delivery

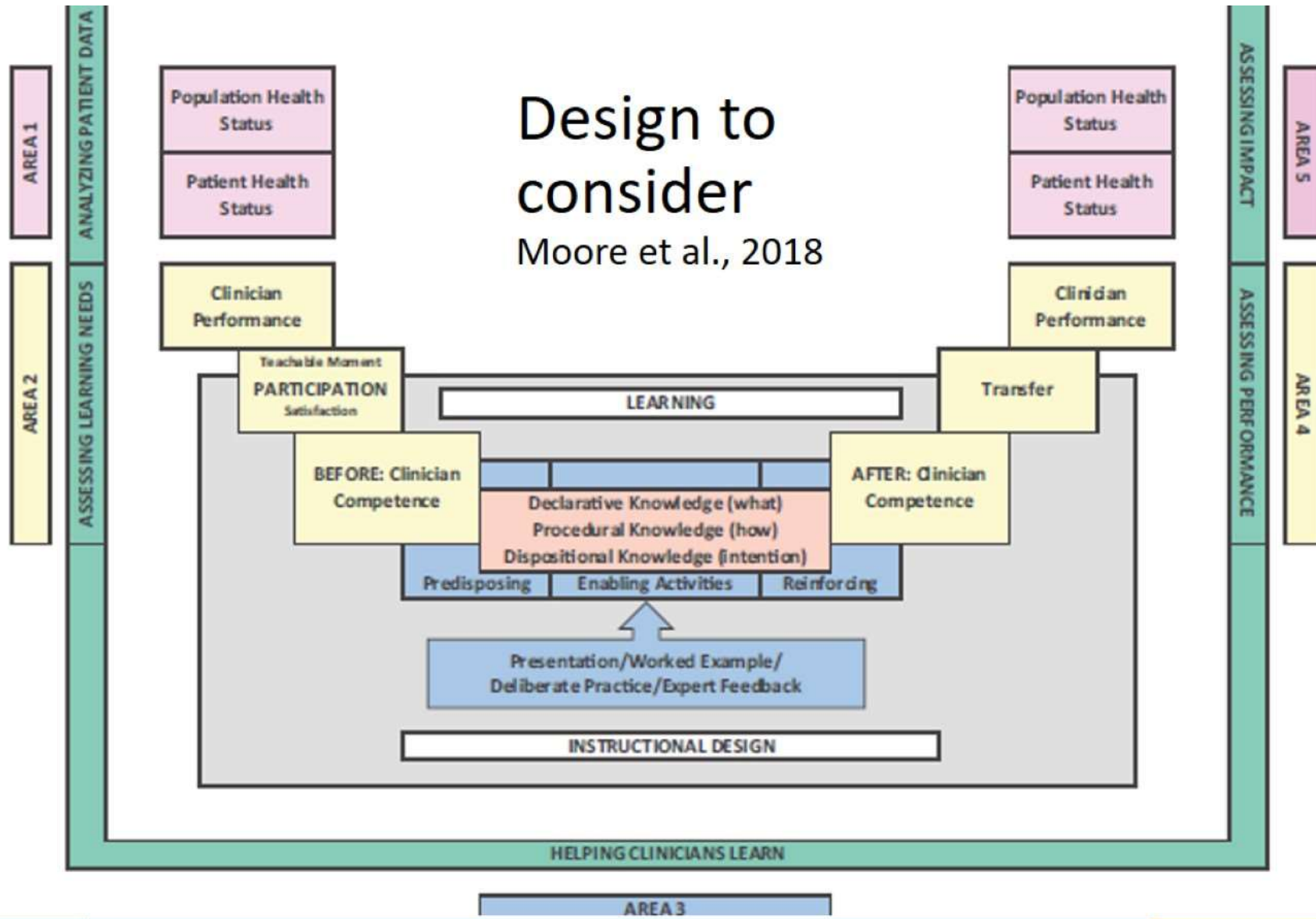
- Gaps in knowledge or competencies.
- Poor engagement with participants
- Not meeting Learner needs
- Ethics and professionalism



Need to reduce the gap...**pedagogy** with appropriate **technology** will help us

Design to consider

Moore et al., 2018



ADDIE for design

05 Evaluate
Assess Impact
Evidence for impact and next stage
Assess Performance
Evidence of learning

04 Implement
Appropriate Delivery
Standard setting
Constructive Alignment

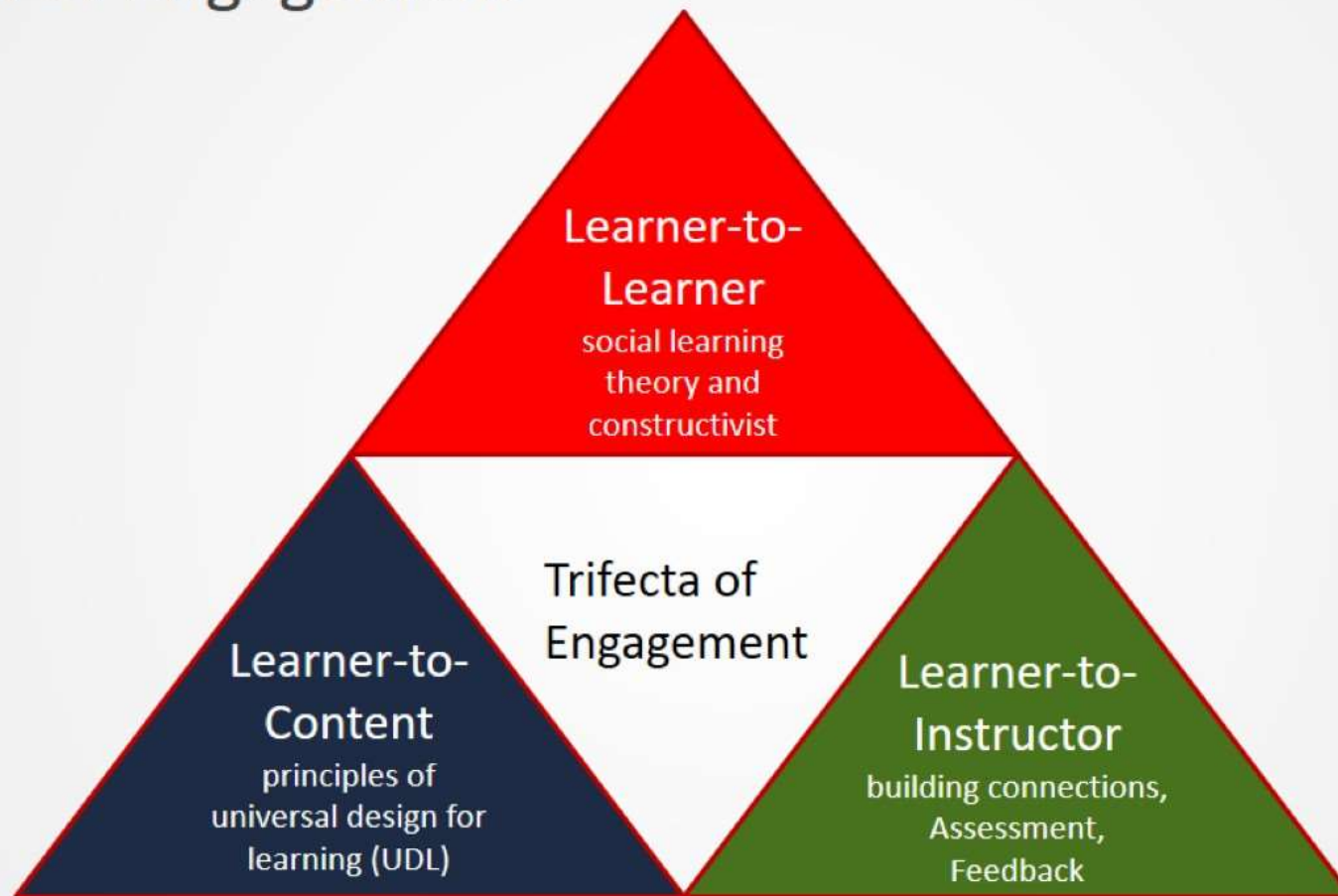
03 Develop
Tools
Environment
Crucial for Life-long learning
Interactivity



01 Analysis
Crucial for safe and appropriate practice
Assess Needs

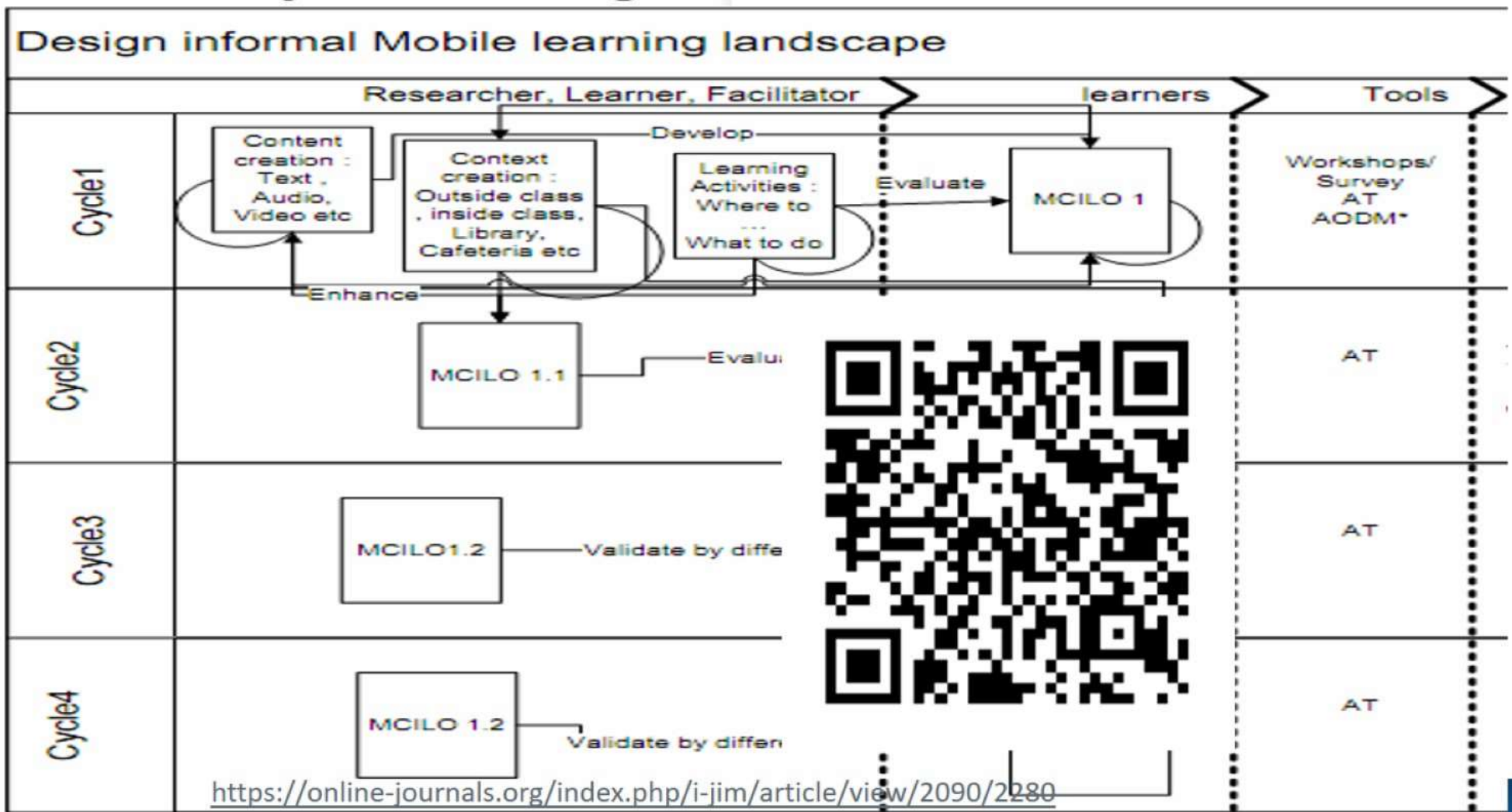
02 Design
Crucial for closing the gap
ID
Storyboard

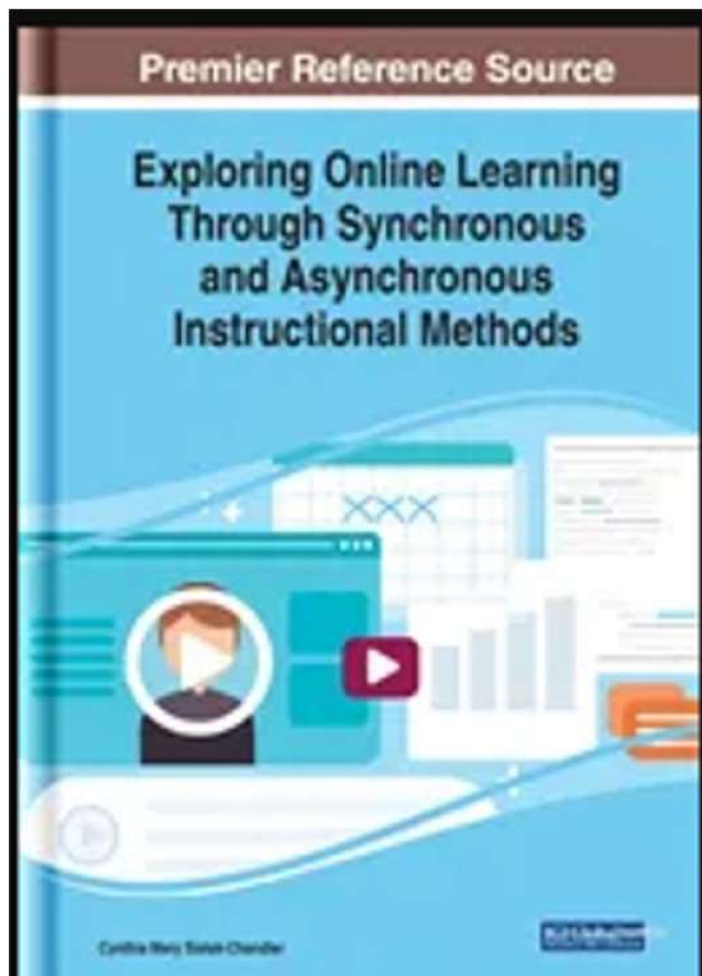
Trifecta of Engagement



Source: Moore (1989)

MCIL Object Design

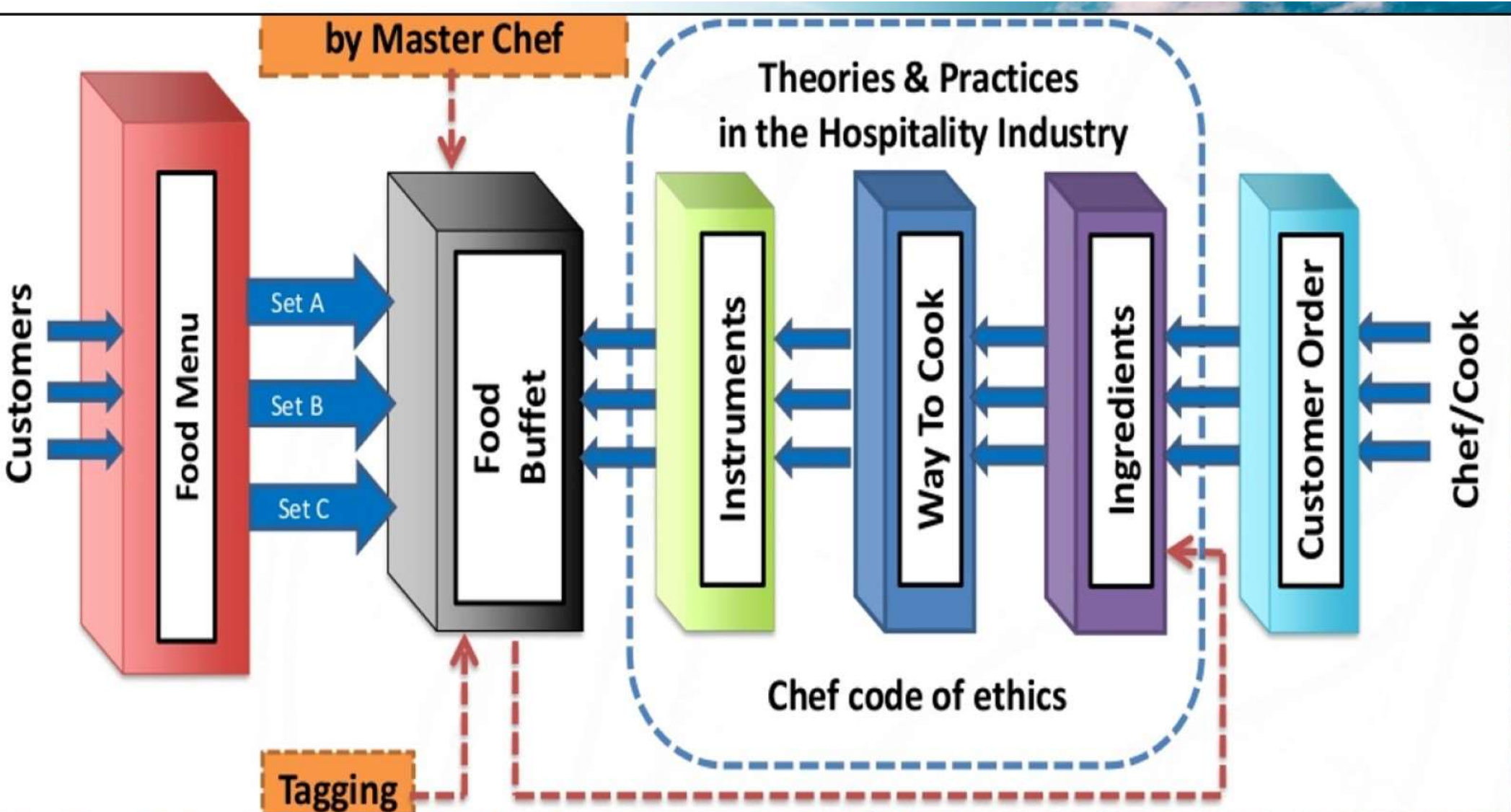


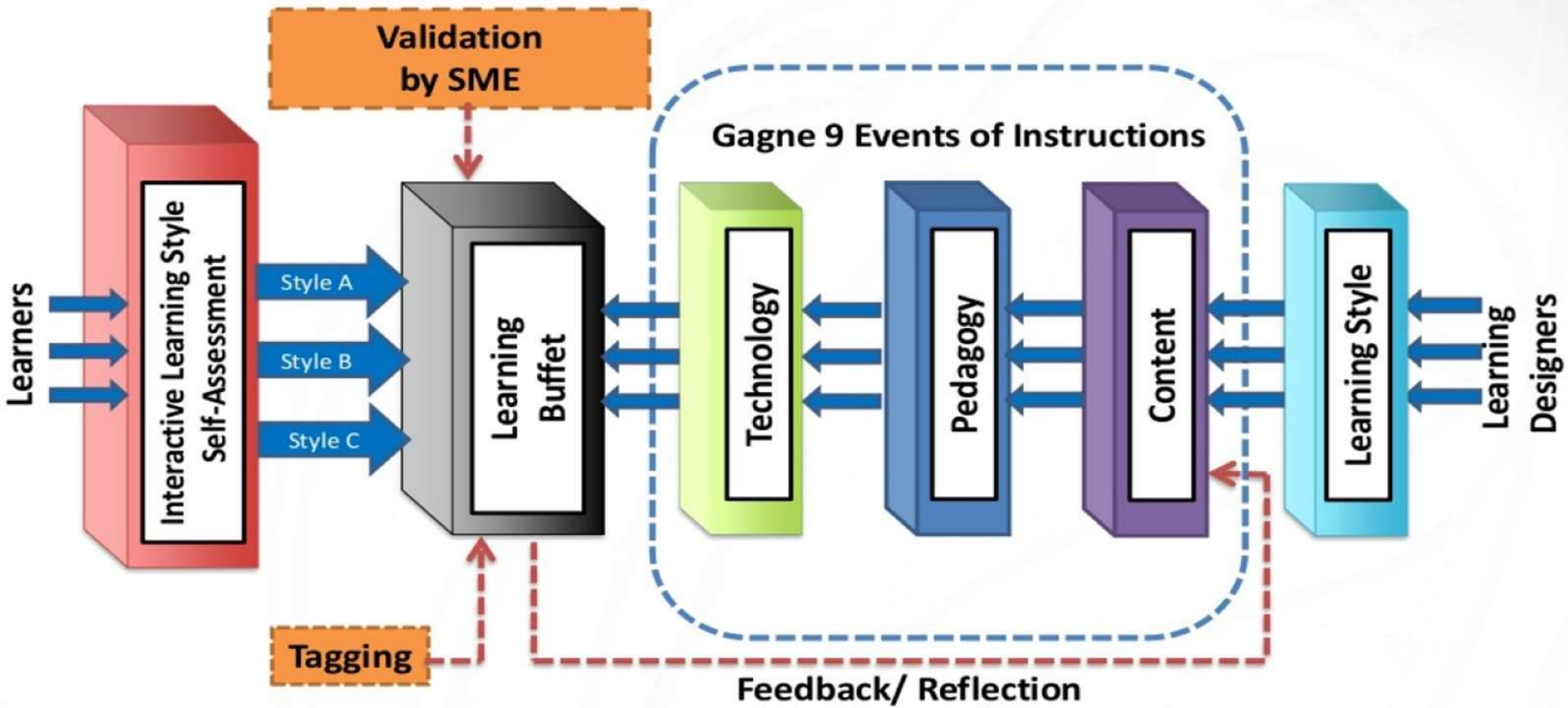


Exploring Online Learning Through Synchronous and Asynchronous Instructional Methods

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Q & A

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Thank you

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