



**Participant's Manual**  
**for**  
***How to Plan, Design, and Evaluate***  
***E-learning***

**by**  
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## Seminar Objective

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You will design and test an e-learning lesson that is based on a job analysis and reflects course guidelines regarding lesson organization, screen design, and interaction-feedback design.

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## Seminar Agenda

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### Day 1

#### Seminar Welcome and Introductions

##### Unit 1: Introduction to E-learning Design

- Lesson 1: Instructional Systems Design for E-learning
- Lesson 2: E-learning – When, Why and How
- Lesson 3: E-learning Tools and Terminology

##### Unit 2: Job Task Analysis

- Lesson 1: A Review of How to Conduct a Job Task Analysis
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### Day 2

#### Unit 3: E-learning Course Structure

- Lesson 1: Organizational Principles
  - Lesson 2: Lesson Organization
  - Lesson 3: Using the Content-Performance Matrix for Design
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### Day 3

#### Unit 4: Screen Design

- Lesson 1: Determining the Look and Feel
- Lesson 2: Screen Real Estate
- Lesson 3: Guidelines for Media

##### Unit 5: Designing Interactions

- Lesson 1: Designing Effective Interactions
  - Lesson 2: Designing Feedback and Answer Analysis
  - Lesson 3: Designing Effective Online Collaborative Exercises
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## Seminar Agenda, Continued

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### Day 4

#### Unit 6: Storyboards

- Lesson 1: Creating Storyboards
- Lesson 2: Creating Site Maps

#### Case Studies

- Create E-learning lessons as small group projects
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### Day 5

#### Case Studies

- Present the lessons and evaluate their effectiveness
  - Debrief on the products and the process
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# Lesson 1

## Instructional Systems Design for E-learning

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**Introduction** As an e-learning developer, you need to be aware of what causes learning, so that you don't confuse the training medium with the training message.

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**Lesson Overview** You will define e-Learning and distinguish among four ingredients of instruction as well as four architectures for designing instruction. Finally, it presents the instruction systems design (ISD) model as it relates to e-learning development.

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**Lesson Objectives** In this lesson you will learn to:

- • identify the definition of e-learning,
- • distinguish among content, outcomes, methods, and media,
- • distinguish among the four architectures – receptive, directive, guided discovery, and exploratory, *and*
- • review the stages of instructional systems design.

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**Order of Topics** This lesson contains the following topics:

Topics	See Page
What is E-learning?	4
Four Ingredients of Training: Overview	8
Ingredient 1: Content	9
Ingredient 2: Performance Outcomes	11
Ingredient 3: Instructional Methods	13
Ingredient 4: Instructional Media	14
Practice: The Four Ingredients of Instruction	17
Approaches to Learning: The Four Architectures	18
The Instructional Systems Design Model	20
Applying the ISD Model to E-learning	22
Illustration of E-learning Stages	23
Summary of E-learning Stages	24
Practice: Identifying E-learning Processes	27
Skills Needed to Produce Effective E-learning	28
The E-learning Project Team Members	29

# What is E-learning?

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## Introduction

Because there are many different implementations of e-learning, let's begin with a common understanding of how we will use the term in this course.

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## Definition

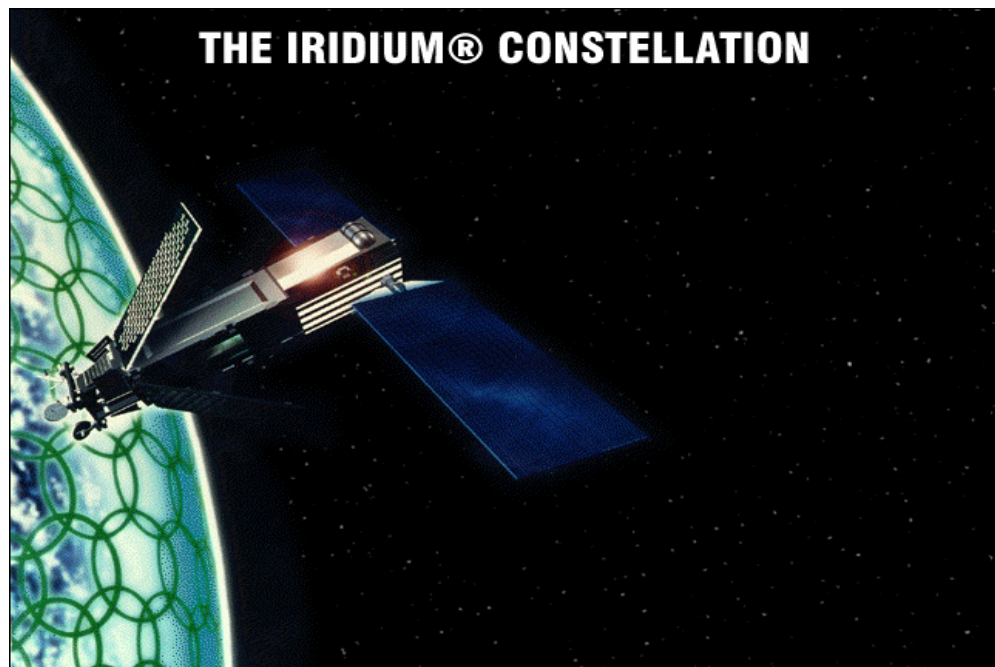
E-Learning is a combination of content and instructional methods delivered on a computer (via CD-ROM or Inter/Intra net) and designed to build knowledge and skills related to individual or organizational goals.

<b>What</b>	Training delivered in a digital format
<b>How</b>	Content and instructional methods to support learning
<b>Why</b>	To improve organizational performance by building job-relevant knowledge and skills

In addition, online learning can be either asynchronous or synchronous.

- Asynchronous: The training may be experienced at any time. Consider a typical web site.
  - Synchronous: Students are experiencing the training at the same time the instructor is delivering it. Consider interactive distance learning.
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## Examples



A CDROM Course To Explain How Iridium Telephones Work

## What is E-learning?, continued

### Examples

**Defining Page Properties**

You want your web pages to be easy to use as well as easy to create. [Page properties](#) help accomplish both.

Page properties are options that apply to the entire page, rather than to individual objects on the page. You view and modify page properties with the Page Properties dialog box.

**Notes:** [Page property defaults](#)

**Exercise:** [Defining page properties \(Quiz\)](#)

**Page Property Examples**

Page Title

Background color

Text color

Link color

Vote Here

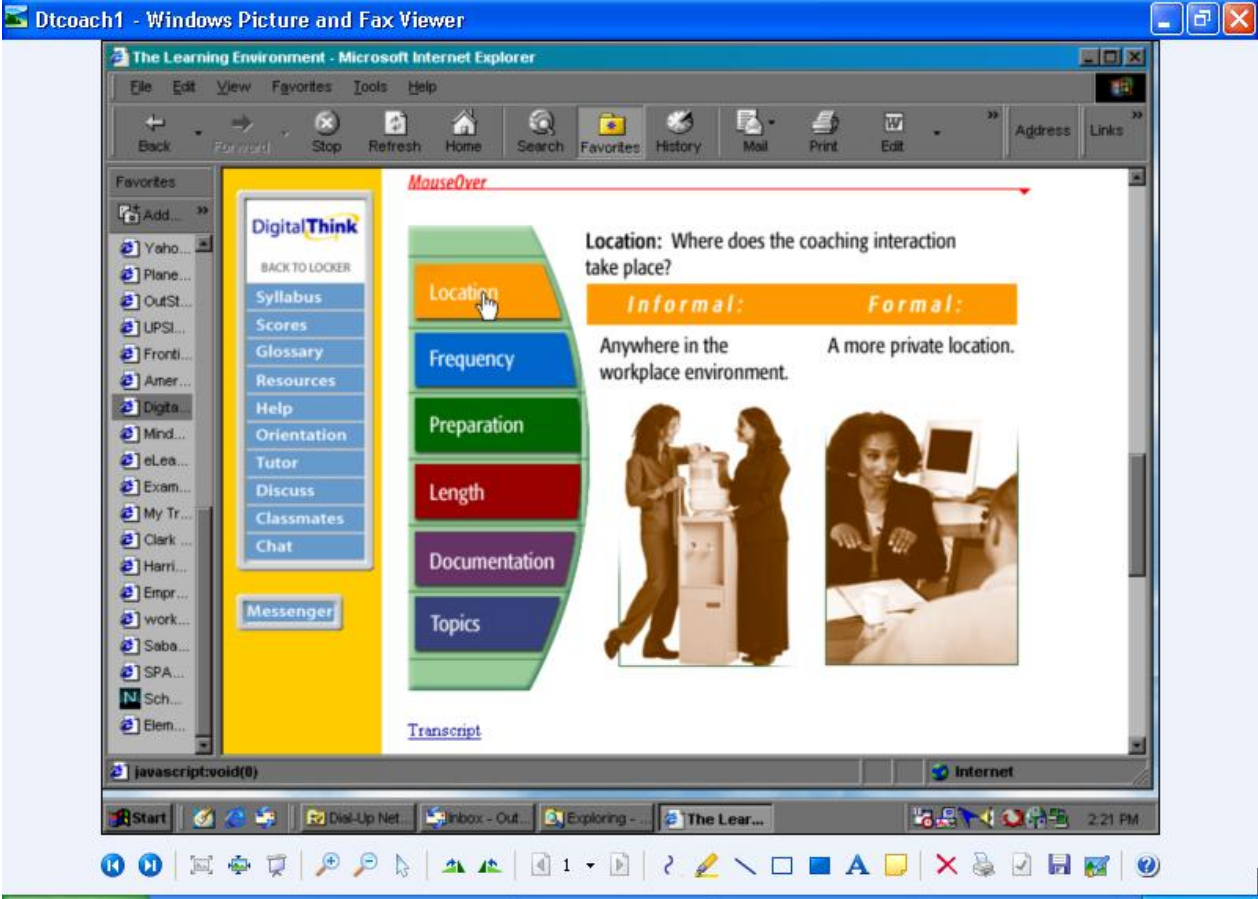
Learn how to eat a doughnut

Got more to say? Log on to our [message board](#)

An Online Course to Teach Use of Dreamweaver Software for Creating Web Pages. Courtesy of Element K.

# What is E-learning?, continued

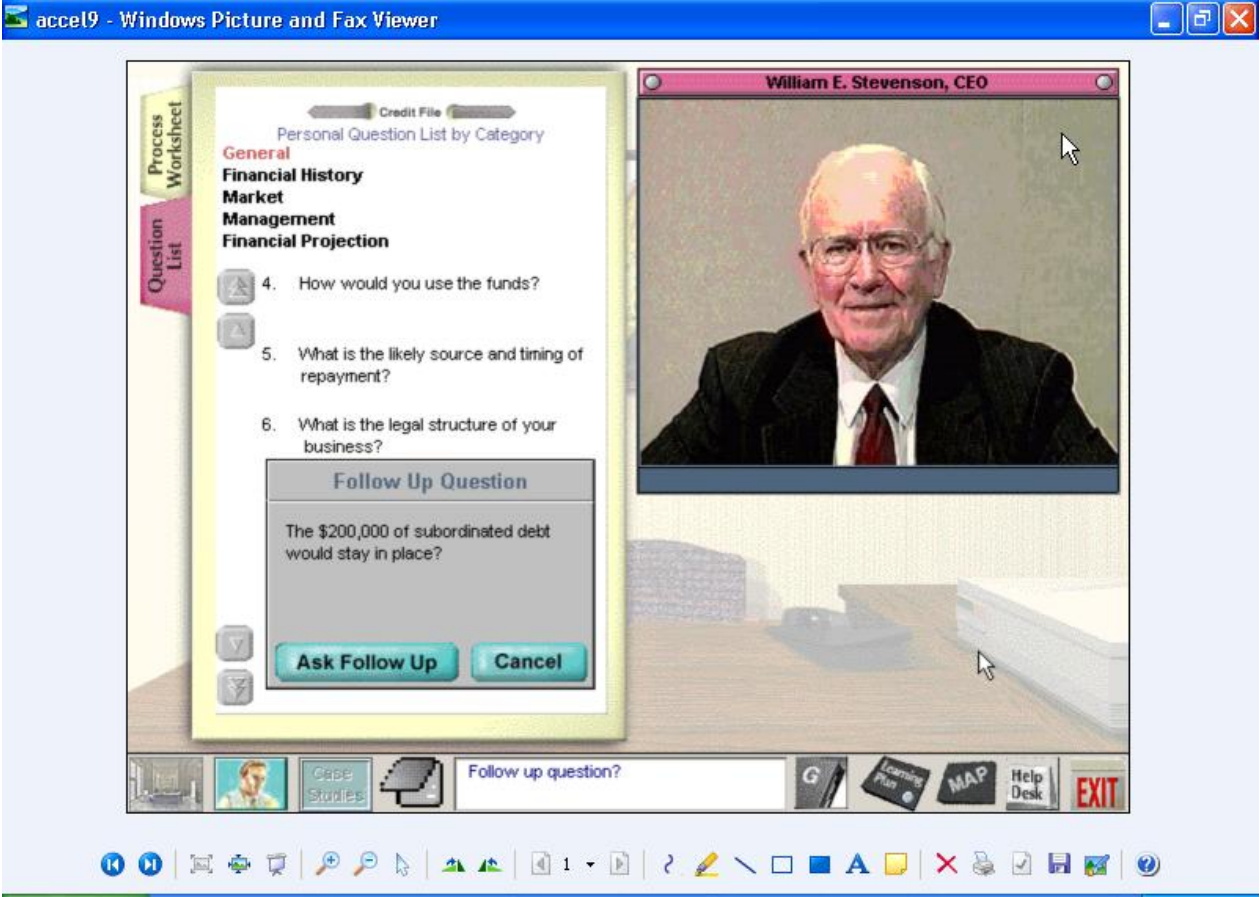
## Examples



An Online Course to Teach Coaching Skills. Courtesy of Digital Think.

# What is E-learning?, continued

## Examples



A CD-ROM Course to Teach Commercial Loan Analysis. Courtesy of Moody's Financial Services.