

# eLearning Project Design Document

## Concept

Trainers and presenters must maintain attention and focus of their audience in order to ensure that audience members learn the content being presented. Long periods of lecture or information delivery can cause audience members to lose focus and can lead to cognitive overload, preventing learning from occurring. In order to improve learning outcomes during presentations, the presenter can include “collaborative engagement strategies” in the presentation. These strategies allow the participants to digest new information and better incorporate the information into long term memory.

## Scope

The eLearning project will consist of:

- a presentation of the rationale for using collaborative engagement strategies
- the steps to teach each of the strategies
- example questions for presenters to use with the audience
- quiz questions to provide formative feedback to the learner

## Project Development Steps

### Identify and gather content

Identify commonly used and easy to implement collaborative engagement strategies to include in the eLearning project. Consult resources such as Kagan Institute and other websites with advice for presenters. Collect information on the steps for teaching strategies. Collect visuals such as images of audience members, images of presenters and images of individuals collaborating or speaking. Determine color scheme and font.

### Design the instruction

Clarify the instructional goals and objectives. The main goal of this program will be to teach presenters four collaborative engagements strategies that can be implemented right away in their presentations. A secondary goal is to modify the practices of presenters to focus on audience engagement rather than content presentation. A shift to focus on the learners (audience members) will enable presenters to develop their own engagement strategies. The strategy employed in this eLearning project will be to model the process of breaking content into small pieces and then giving learners an opportunity to digest and internalize the content through short activities, which in this case will be formative assessment quiz questions. Each engagement strategy will be presented, an example question and the steps to use the strategy with that question will be presented, then the learner will respond to a quiz question on the topic of that strategy. The quiz questions will be distributed throughout the project,

following information presentation, in order to demonstrate how presenters should break up their content and add interactive pieces to their own presentations.

### Develop storyboard

The project will consist of four information delivery slides per engagement strategy, for a total of 16 information slides, an introduction slide and a conclusion slide, one quiz slide following each engagement strategy section, or four quiz slides during the presentation, and five quiz slides covering all the material at the end of the presentation. Each slide will be prepared in PowerPoint with the text of the information to be presented during the eLearning project.

### Develop and program the course in Captivate

The project will be designed using the “Vivid” theme from Captivate with modification to the color scheme to include a range of blue and purple. A character from the “Business” character gallery will be employed throughout the content to provide a face to the information presentation. Information will be embedded in callout text boxes, to provide the feeling that the character is presenting the information to the learner directly. Images of learners engaging in activities such as “hi-five” or “turn and talk” or “stand-up” will demonstrate the movements that participants will be expected to perform during collaborative engagement strategies. Each engagement strategy will consist of four slides. The first slide will describe and name the strategy and will include a visual. The second slide will list the steps and will include the same visual. The third slide will provide an example question and will include the “Business” character modeling the steps for the strategy. The fourth slide will provide further information and tips to remember when teaching the strategy to the audience. Following these four slides will be a quiz slide on the material. For the quiz slides, a combination of multiple choice, fill in the blank and sequencing will be used to give the learner an opportunity to test their memory for the new information and to engage with the material. At the end of the presentation of all four engagement strategies, a final quiz consisting of five questions covering all of the content presented will be administered. Learners will have a final opportunity to synthesize their learnings and focus on the main takeaways from the eLearning content.

### Field test the eLearning program

Four current teachers will be asked to take the eLearning course in order to determine whether the program will function in the browsers on the different devices each teacher uses. One teacher will use a laptop, another a Mac desktop, another an iPad and a fourth teacher will use a cellphone. They will report on the user experience and functionality of the eLearning project on their devices.

### Publish to YouTube

Once the project has been reviewed and field-tested, the final version will be published in HTML5 and shared on YouTube.