

LEARNING EXPERIENCE DESIGN

Essentials Overview

Learning Experience Design (LXD) brings Elearning into the 21st century. This self-paced, five module course will equip you with the best practices in LXD to create impactful, user-centered online learning experiences.

BY THE END OF THIS COURSE, YOU'LL BE ABLE TO

- ▶ Reflect on the impact of digital, neuroscience and behavioural science trends on how we learn.
- ▶ Create learning experiences that are user-centered, goal-oriented and design-focused.
- ▶ Create user-centered learning experiences based on the design thinking process.

- ▶ Use competence-based learning design to set attainable learning goals.
- ▶ Use microlearning and gamification tactics to motivate and engage learners throughout the learning experience.
- ▶ Draw on various user experience and user interface design principles to create memorable learning experiences.
- ▶ Draw on different evaluation models to track learners' performance and attainment of the learning goals.
- ▶ Reflect on future trends in learning.

**WHEN YOU SIGN UP
FOR THIS COURSE,
YOU'LL HAVE ACCESS TO**

- ▲ In depth, relevant content informed by the latest research in behavioural and learning science.
- ▲ Over 30 engaging and informative concept videos.
- ▲ Interviews and insights from industry experts and thought leaders.
- ▲ Downloadable templates and resources per module, for you to put into practice.

WHO IS THIS COURSE FOR?

This course equips learning and development professionals, academics and teachers, course creators and digital learning enthusiasts with a modern learning mindset and the skills and tools to design and develop interactive, engaging learning experiences.

THIS IS COURSE IS FOR YOU IF...

- ▶ You're a learning and development manager who's looking to upskill in the latest LXD trends and make the case for why your organisation should invest in digital learning experiences.
- ▶ You're a teacher who wants to take your school's approach to learning to the next level.
- ▶ You're a lecturer who wants to learn how to best navigate the online learning context and get the most out of your virtual sessions with your students.
- ▶ You're an Instructional Designer looking to transition to LXD.
- ▶ You're an entrepreneur with an array of course content, but who needs some guidance on how to design the optimum learning experience.
- ▶ You have a great idea for an online course and are looking for best practice tips on how to design this.
- ▶ You're an HR consultant who wants to equip themselves with the latest knowledge of online learning trends.
- ▶ You're looking to upskill yourself in the modern learning mindset and the thinking behind designing impactful and engaging learning experiences.

MODULE OVERVIEW

MODULE 1

Introduction to LXD

This module sets the stage for digital learning, looking at how and why it has risen in popularity in recent years. We then take a deep dive into the concept of LXD as the best approach to designing impactful, user-centered learning experiences. We also explore the importance of developing a modern learning mindset and how to inspire this in others in your organisation and beyond.



MODULE 2

User-centered

This module focuses on how to design human-centred learning experiences through the design thinking process. A significant part of this process is empathising with people's varying learning needs, which can differ across the generations. You'll be equipped with tips and practices in microlearning and gamification to best meet your learners' needs and keep them engaged and motivated in their learning experience.

MODULE 3

Goal-oriented

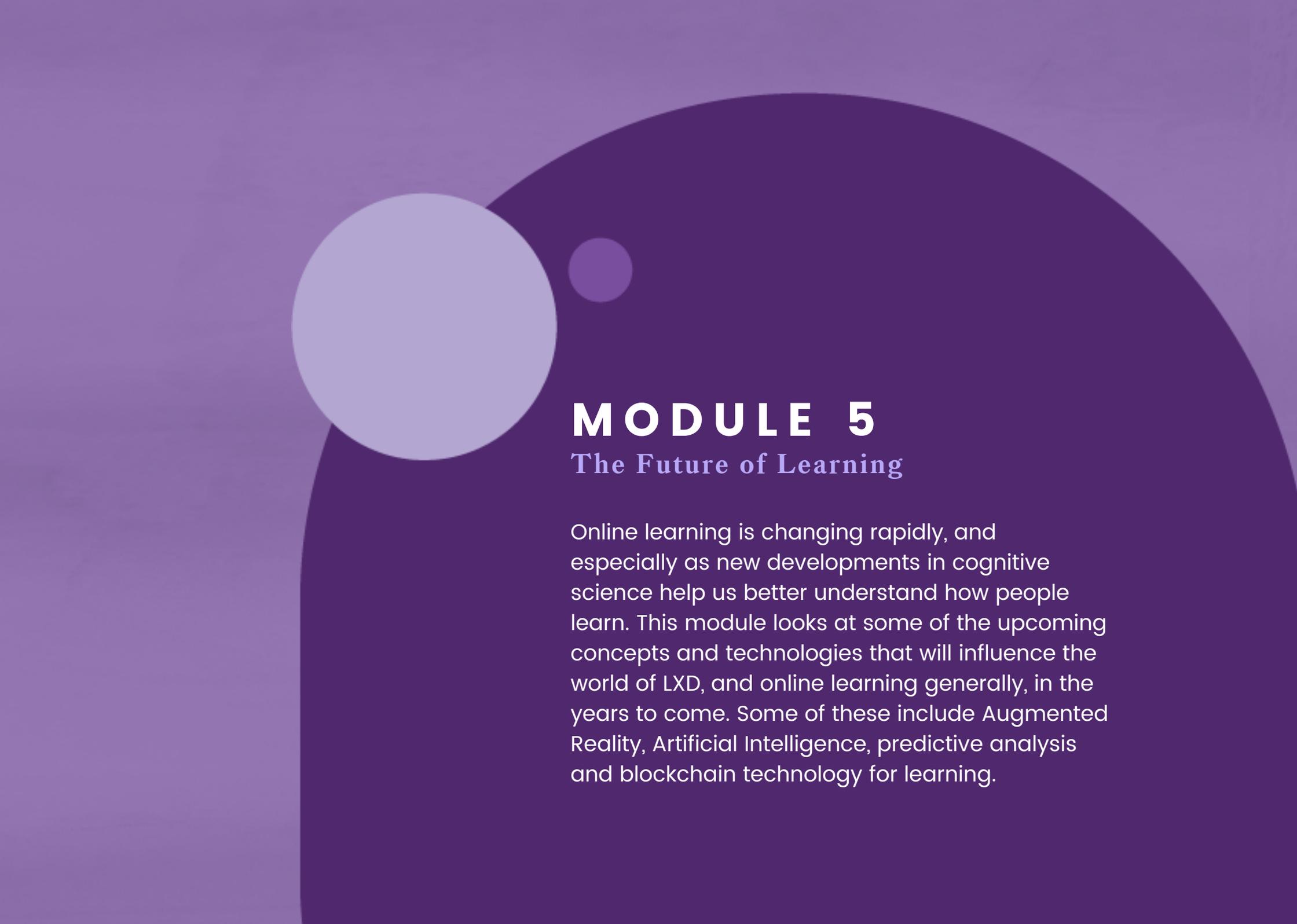
For your online learning experiences to be impactful, their purpose and goals need to be clear, and they need to be competence-based. This module focuses on how to set and track these competencies throughout the learning experience. We then draw on monitoring and evaluation principles and learning analytics to measure the effectiveness of learning experiences. You will also be introduced to various evaluation models and explore how some of these can be used to track your organisation's return on investment.

MODULE 4

Design-focused

Design plays a critical role in a learning experience. It has the potential to either fully immerse and engage learners or put them off entirely. When we talk about design in LXD, we refer to more than the aesthetic, which of course is important. However, over and above that is that the learning experience is navigable and accessible to a range of learners from different contexts and with varying learning abilities. This module introduces the principles and tools necessary to create design-centered learning experiences. You will also explore what to consider when choosing your learning platform.





MODULE 5

The Future of Learning

Online learning is changing rapidly, and especially as new developments in cognitive science help us better understand how people learn. This module looks at some of the upcoming concepts and technologies that will influence the world of LXD, and online learning generally, in the years to come. Some of these include Augmented Reality, Artificial Intelligence, predictive analysis and blockchain technology for learning.

FREQUENTLY ASKED QUESTIONS

When will the course start?

The course will officially start on Monday 16 August 2021.

How long will it take to complete?

You can expect to spend 2-3 hours per module going through the content. We recommend going through one module a week over a period of 5 weeks, but since it is self-paced learning you can take your time getting through it as quickly or slowly as you need to.

I want to enrol my team. How can I do this?

To purchase the course for more than one person, please email lxid@elevatelearning.org

How long do I have access to the course?

There are two subscription plans available. You can either have three months' access to the course for R5499.00, or lifetime access for R7499.00 and receive all updates and iterations we may make and add as trends change.

When can I start enrolling?

Early enrollment opens Friday 2 July 2021. This means you can secure your spot on the course and benefit from an early discount (use the code EARLYBIRD at check out). The course officially launches on Monday 16 August 2021.

Who can I talk to for more information?

For more information please email lxid@elevatelearning.org

3-MONTH SUBSCRIPTION

For R5499, you will have full access to the course for a period of 3 months from the date of purchase.

LIFETIME SUBSCRIPTION

For R7499, you will have unlimited access to the course, including any updates and iterations.

COSTS AND SUBSCRIPTION

REGISTER FOR THE COURSE

<https://lxd.elevatelearning.org/>

FOR MORE INFORMATION

lxd@elevatelearning.org