

Personalizing the E-Learning Experience

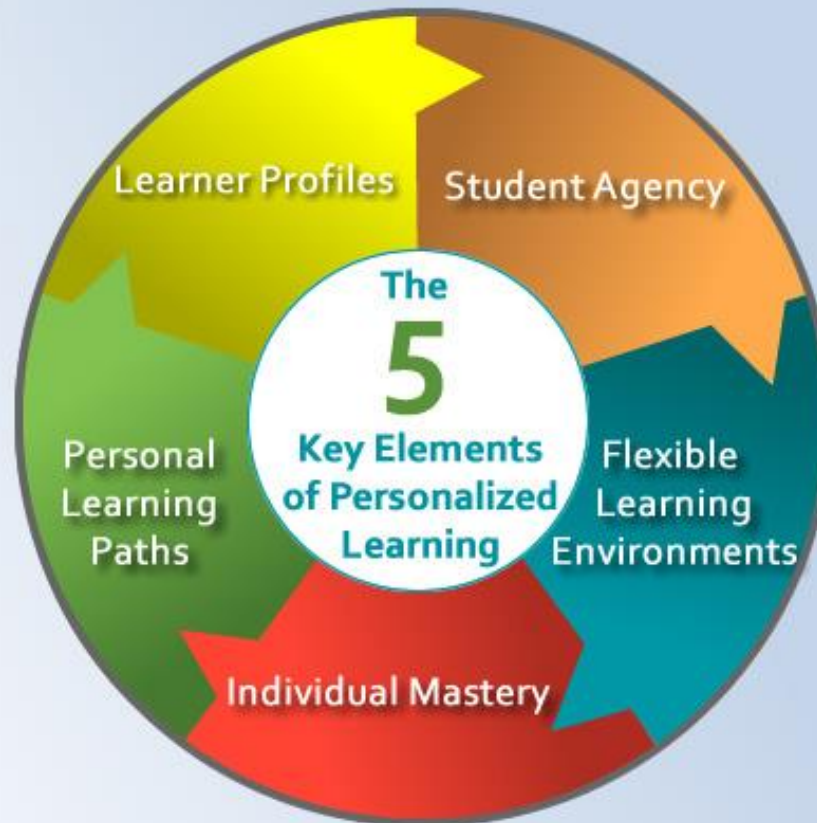
How Video-Based Training
Motivates Employees

2015-06-04

What makes e-learning personalized?



Personalized Learning in Education



The Personalization Principle

[Give a gift](#)
Hi, Korean

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lynda.com » My courses » My playlists » Watching playlist

Playlist: logo design

Watching: Welcome
From: Drawing Vector Graphics with Von Glitschka

Illustration by John Hersey

Von Glitschka
Graphic Designer

lynda.com

Playlist Table of Contents		Details	Transcript	Exercise files
	Course: Foundations of Logo Design	2h 34m		
	Course: Drawing Vector Graphics	2h 32m		
	Introduction	2m 31s		
	Welcome		1m 26s	
	Exercise files		1m 5s	
	1. The Process	18m 36s		
	What is illustrative design?		54s	
	A systematic creative process		1m 26s	

Welcome

From course: Drawing Vector Graphics

My name is Von Glitschka and I love to draw. I've been drawing professionally for over 25 years. My work reflects a symbiotic relationship between design and illustration. I like to call it illustrative design. Often a graphic problem requires an illustrative approach to solve it, be it a brand character design, an app icon, a promotional graphic or a new logo design. Design is an amazing alchemy of images and text that can powerfully communicate ideas.

Individualized, Differentiated, or Personalized?

When learning is...	Content is	The pace is	Instructional methodologies are	Goals are
Individualized	the same for all	specific to the learner	the same for all	the same for all
Differentiated	the same for all	the same for all	specific to the learner	the same for all
Personalized	specific to the learner	specific to the learner	specific to the learner	specific to the learner



Motivation

Personalization

Contextualization

Choice



Why video? Video is better.

- Follows the Personalization Principle (Clark & Mayer, 2011)
- Allows pacing
- Addresses multiple learning modalities
- Supports a wide range of instructional methodologies

And it's effective!

- Better skill application
- Better quality of work product (craftsmanship)
- Similar outcome to simulation-based learning



What are the characteristics of effective video instruction?



Average viewing time = 4 minutes

Anytime, Anywhere is a Growing Reality

Mobile access is essential for personalization

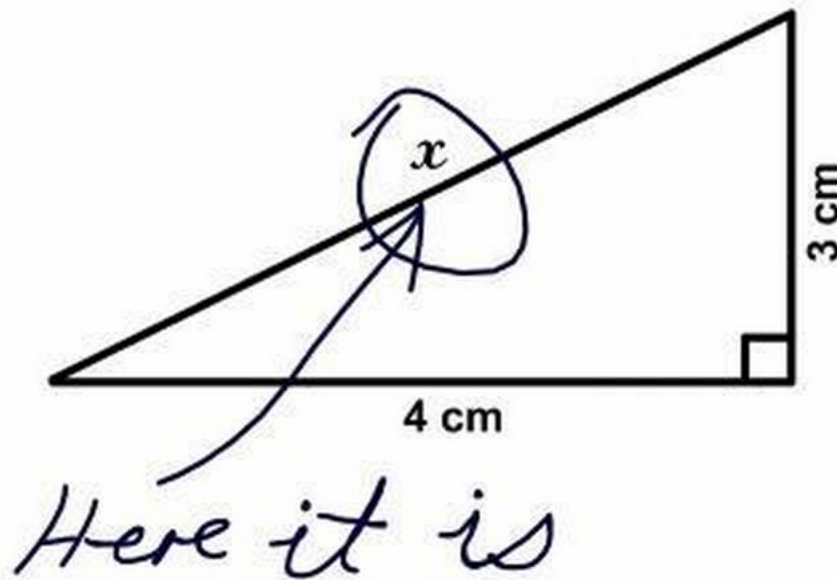


The Human Touch: Instructor Presence



Be More Funny

3. Find x .



Ocular Trauma - by Wade Clarke ©2005

Blended E-Learning (Truly Multimedia)

Watching: **Creating your first JavaScript**
From: JavaScript Essential Training with Simon Allardice

+ Playlist ▾ Download Exercise files </> Practice Share Take a tour Use classic layout

Firefox File Edit View History Bookmarks Tools Window Help

Simple Page

file:///Users/sallardice/Desktop/simple.html

Simple HTML Page

This is a very simple HTML page.

It's about as basic as they come. It has:

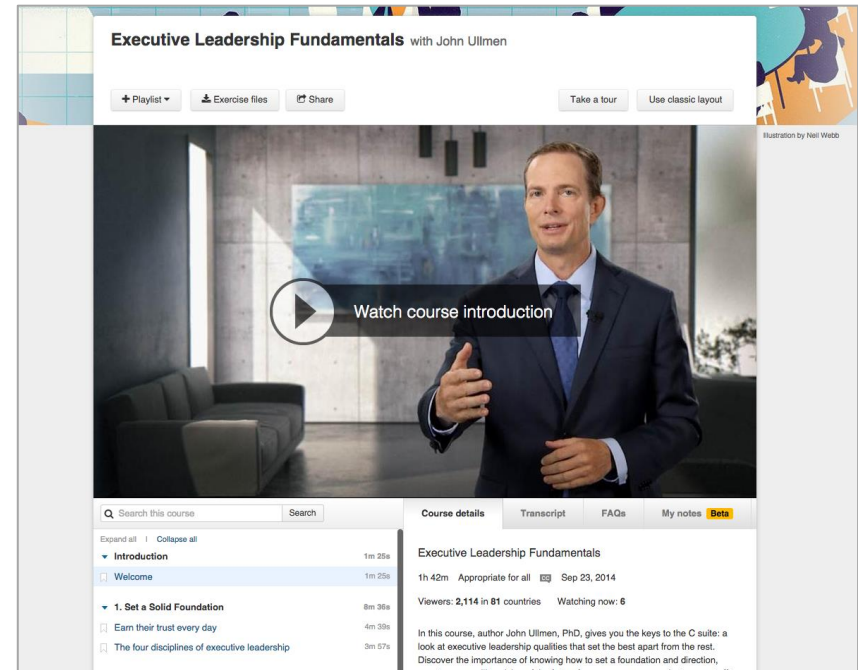
- An H1 Tag
- Two paragraphs
- An unordered list

Exercise Files > Chap01 > simple.html

lynda.com



Production matters (but not as much as design).



**Video is just one element in creating
personalized learning...**



Note Taking

The screenshot displays the Lynda.com website interface. At the top, the Lynda.com logo and navigation links are visible. The main content area shows a video player for the course "Painting the topography" from "Unity 3D 3.5 Essential Training with Sue Blackman". Below the video player, there is a sidebar with a list of course topics. A red circle highlights the "My notes" tab, which is currently active. The note-taking area is a text input field with a "cancel" button and a "Start typing your notes...." prompt. The video player shows a 3D terrain model being painted in a software environment.

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Watching: **Painting the topography**
From: Unity 3D 3.5 Essential Training with Sue Blackman

+ Playlist Exercise files Share Take a tour Use classic layout

Unity - TerrainTestunity - MyFirstProject - PC and Mac Standalone

File Edit Assets GameObject Component Terrain Window Help

Scene Game Inspector

Inspector

Tag Untagged Layer Default

Position

X 0 Y 0 Z 0

Rotation

X 0 Y 0 Z 0

Scale

X 1 Y 1 Z 1

Terrain (Script)

Raise / Lower Terrain
Click to raise. Hold down shift to lower.

Brushes

Settings

Brush Size 88

Opacity 54

Terrain Collider

Material None (Physic Material)

Is Trigger

Terrain Data New Terrain

Create Tree Colliders

lynda.com

Search this course Search

Course details Transcript FAQs My notes

My notes on Unity 3D 3.5 Essential Training

Start typing your notes....

cancel

Setting up the terrain geometry 4m 19s

Painting the topography 3m 18s

Painting the terrain textures 1m 19s

Painting trees and forests 2m 56s

Painting grass, shrubs, and 3D geometry 3m 58s

Painting detail meshes 5m


Adjusting terrain settings 3m 23s

3. Creating the Environment 24m 18s

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my playlists

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[course history](#)
[recommended](#)
[bookmarks](#)
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[Create new playlist](#)

Playlist type

Owned playlists (10)

[My playlist](#)
SQL
photography
app development
my business skills
social media
logo design
Data
business software
Marketing

Assigned playlists (1)

Onboarding

Subscribed playlists (15)

Design a Logo
Develop Apps for iPads and iPhones
Become a Better Photographer
Develop ASP.NET-Based Apps and Websites
Small Business Survival Kit
Design a Book
Explore Typography
Design with Color

Playlist details

My playlist







[Edit playlist](#)
[Watch playlist](#)
[Copy playlist](#)

[Make public](#)
[Share](#)

Courses: 6 • Videos: 142
Total duration: 10h 26m
You are the **owner** of this playlist

40% complete

Curated by: Koreen Pagano
Last updated: Aug 05, 2014

Course/Video/Chapter name	Progress	Watched	Duration
 Course: Jerry Uelsmann & Maggie Taylor: This is not photography	<div></div> 0%		3h 56m
 Course: Creative Inspirations: Mexopolis, Animation Studio	<div></div> 0%		1h 51m
 Course: Creative Inspirations: Second Story, Interactive Design Studio	<div></div> 0%		43m 12s
 Course: Creative Inspirations: Ze Frank, Comedic Digital Savant	<div></div> 0%		56m 1s
 Course: Creative Inspirations: Hot Studio, Experience Design	<div></div> 0%		1h 2m
 Course: 21-Day Drawing Challenge	<div></div> 90%		1h 56m

Personalized, Organized Curriculum

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Practice

The screenshot shows the Lynda.com web interface. At the top, the Lynda.com logo and navigation links like 'Browse the library', 'Search', and 'My courses' are visible. The user is logged in as 'Hi, Koreen'. The main content area displays a challenge titled 'Challenge: Which photo is more effective, and why?' from the course 'Exploring Composition in Photography with Taz Tally'. Below the title, there are three buttons: '+ Playlist', 'Exercise files' (which is circled in red), and 'Share'. To the right of these buttons are 'Take a tour' and 'Use classic layout' buttons. The central part of the screen features a large, abstract graphic with the word 'Challenge' in bold black text. At the bottom, there is a search bar for the course and a list of course items, including the current challenge. The bottom right corner of the page has three icons: a briefcase, a graduation cap, and a building.

lynda.com[®] Give a gift Hi, Koreen

Browse the library Find courses, authors, and more... Search My courses

Watching: **Challenge: Which photo is more effective, and why?**
From: Exploring Composition in Photography with Taz Tally

+ Playlist Exercise files Share Take a tour Use classic layout

Challenge

Search this course Search

Course details Transcript FAQs My notes

Employing an interesting point of view

Challenge: Which photo is more effective, and why? 43s

Challenge: Which photo is more effective, and why?

- In this Challenge, I'm going to have you compare the compositional strengths and weaknesses of two images. I'll show them to you in just a second. I want to remind you that you want to use

Practice Environments

The screenshot displays the Lynda.com website interface. At the top, the Lynda.com logo and navigation links are visible. The main content area features a video player titled "Watching: Creating your first JavaScript" from the "JavaScript Essential Training with Simon Allardice" course. Below the video player, there are buttons for "Playlist", "Exercise files", "Practice", and "Share".

Overlaid on the video player is a "Practice Environment for JavaScript Essential Training with Simon Allardice" window. This window contains a file explorer on the left showing a directory structure with files like "Welcome.md", "Chap01", "simple.html", and "simple_finished.html". The main area of the practice environment is a code editor showing the content of "simple.html". The code is as follows:

```

1- <html>
2- <head>
3-   <title>Simple Page</title>
4- </head>
5- <body>
6-   <h1>Simple HTML Page</h1>
7-   <p>
8-     This is a very simple HTML page.
9-   </p>
10-   <p>It's about as basic as they come.
11-   It has:<p>
12-
13-   <ul>
14-     <li>An H1 Tag</li>
15-     <li>Two paragraphs</li>
16-     <li>An unordered list</li>
17-   </ul>
18- </body>
19- </html>

```

To the right of the code editor is a preview window titled "Simple HTML Page" showing the rendered output of the code. The preview includes the heading "Simple HTML Page", a paragraph "This is a very simple HTML page.", another paragraph "It's about as basic as they come. It has:", and an unordered list with three items: "An H1 Tag", "Two paragraphs", and "An unordered list".

At the bottom of the practice environment window, there is a "Console" section and a "lynda.com" logo. The bottom of the main Lynda.com interface shows a footer with copyright information and navigation links.



Assessment For and As Learning

The screenshot shows the Lynda.com interface during an assessment. At the top, the Lynda.com logo is on the left, and navigation links for 'Give a gift', 'Hi, Korean', and 'My courses' are on the right. Below the header, there's a search bar and a 'Browse the library' link. The main content area displays the title 'Watching: What do you already know?' and the course source 'From: Foundations of Branding for Designers with Sean Adams'. There are buttons for '+ Playlist', 'Share', 'Take a tour', and 'Use classic layout'. A progress bar indicates 'progress: complete'. The assessment results show 'You got 7 out of 12 correct.' and a message: 'Your score has been submitted to your administrator. You will have the opportunity to answer these questions again at the end of this course and try them as many times as you like.' At the bottom, there are 'Back' and 'Next' buttons. The background features a colorful abstract pattern.

lynda.com[®] Give a gift Hi, Korean My courses

Browse the library Find courses, authors, and more... Search

Watching: **What do you already know?**
From: Foundations of Branding for Designers with Sean Adams

+ Playlist Share Take a tour Use classic layout

What do you already know? progress: complete

You got 7 out of 12 correct.

Your score has been submitted to your administrator. You will have the opportunity to answer these questions again at the end of this course and try them as many times as you like.

Back Next

Illustration by John Hersey



Coaching & Mentoring



Debriefing

Social Learning

in Search for people, jobs, companies, and more... Advanced 358 5 6

Home Profile Connections Jobs Interests Business Services Try Premium for free

Avg Offer for Devs: 133k - Want to move out of your industry? Work with a new stack? Try Hired today!

Association for Talent Development (ATD) 89,567 members Member

Discussions Promotions Jobs About Search

Start a discussion with your group

Enter a discussion title

Sort by: Recent

Julia Llapidova Marketing Manager, Publications Manager's Choice

What's your organization's social learning strategy?

Take a look inside Tony Bingham and Marcia Conner's highly anticipated second edition of The New Social Learning. www.td.org/social

The New Social Learning, 2nd Edition

td.org • Do you want to see how your employees can dramatically multiply the value of their own and their colleagues' knowledge?

Comment (4) • Like (8) • Follow 20 days ago

Kristen Fyfe-Mills, Jerry Comer, CMC, Richard Fletcher, +5 like this

See all comments

Julia Llapidova

We hope to see you at ATD 2015 next week in Orlando, where we'll debut the second edition.

Like (0) • Reply privately • Report spam 19 days ago

Shanmugha Raja (Raj) B

Check out our next-gen social learning platform <http://www.originkconnect.com/> at ATD 2015 Booth# 102

Like (0) • Reply privately • Report spam 18 days ago

Add a comment...

See what's new

We've made some improvements to make your experience better! To read more about how we've updated Groups, visit our [Help Center](#).

Your group contribution level

Start by commenting in a discussion. Group participants get 4x the number of profile views.

Getting Started

Subgroups

ATD International 4,417 members

ATD en Español, e em Português 320 members

Virtual Global Village 227 members

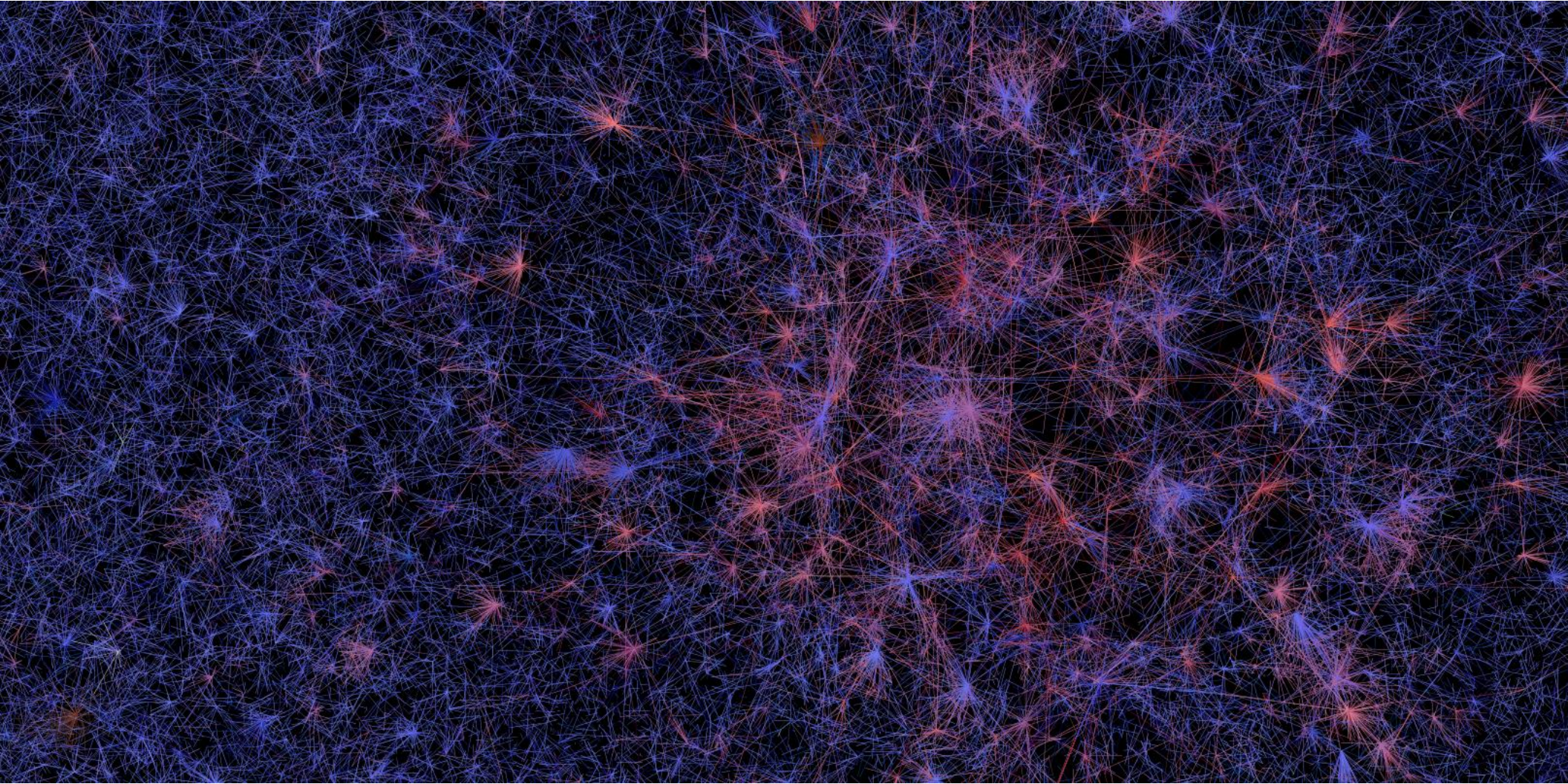
See all subgroups

Ads You May Be Interested In

Aha! Visual Product Roadmaps
Aha! is roadmapping software for Product Managers who want their mojo back.

Teacher Accreditation
Online Teacher Accreditation Program! Get Accredited to Teach

The Future of Learning Personalization



What if?





Thank you.

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koreen@lynda.com

www.learningintandem.com

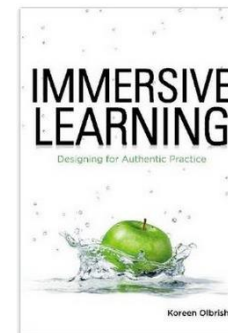
www.lynda.com

My book is available at the

ATD Store

or

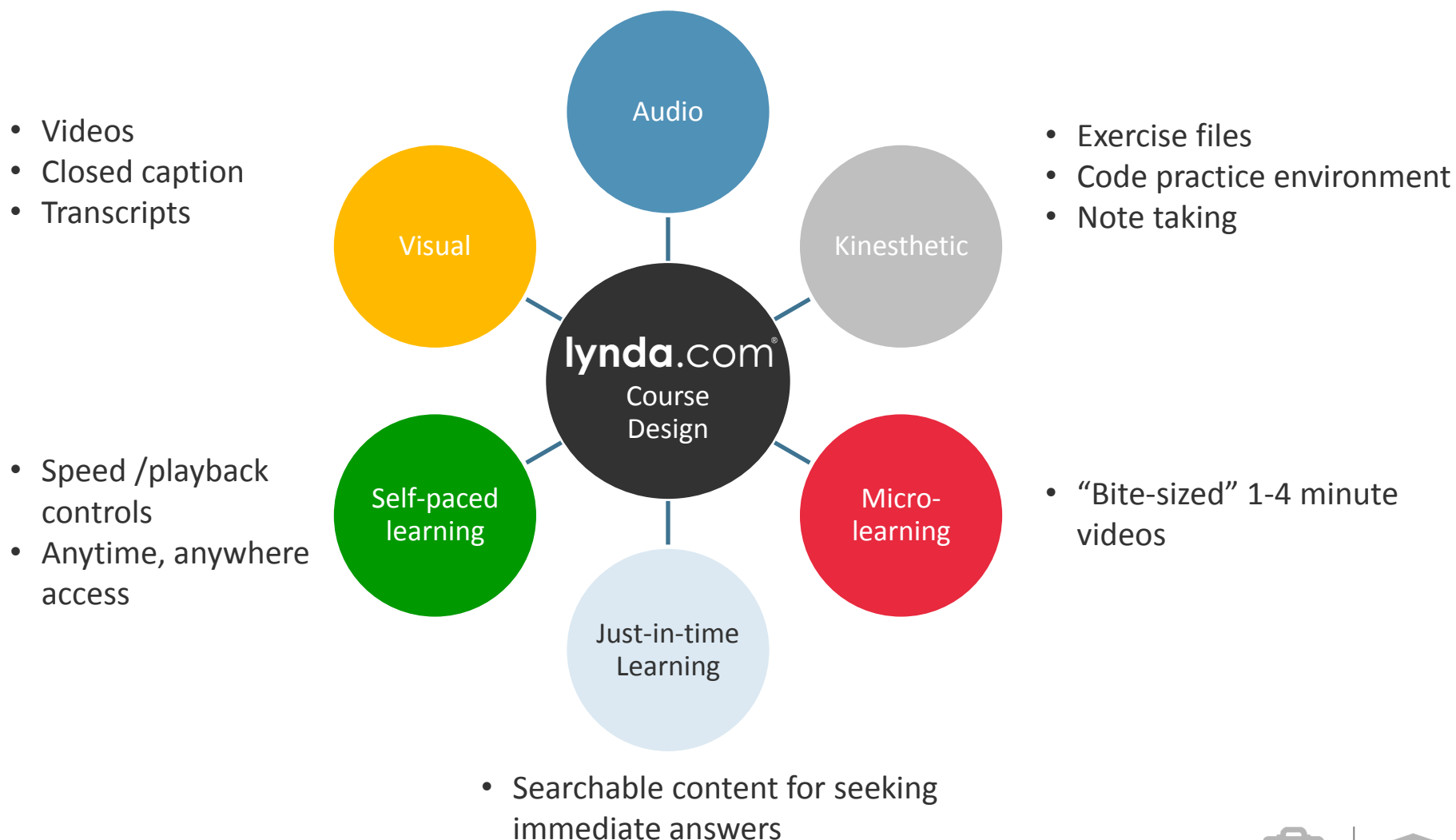
td.org/immerse!



Questions?



... Designed for Optimal Learning



References



Learning Features for Engagement

Item-level playlists

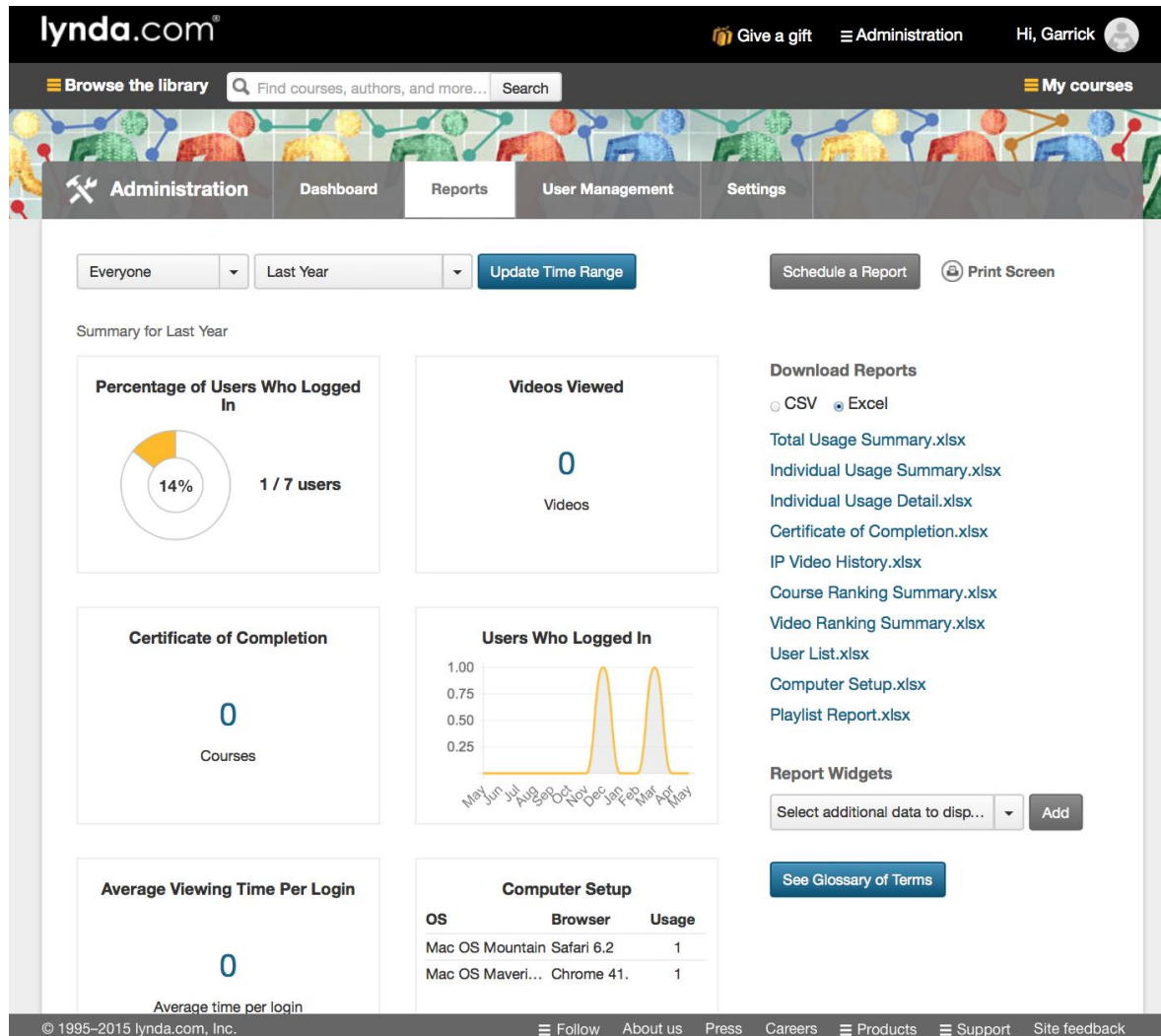
Assessments

Practice Environment

The collage illustrates four key learning features:
1. **Assessments:** A screenshot of a course completion assessment for 'Excel 2013 Essential Training' showing a score of 9 out of 12 correct.
2. **Item-level playlists:** A screenshot of the 'my playlists' section showing various playlist options and details.
3. **Practice Environment:** A screenshot of a 'Practice Environment for HTML Essential Training' showing a code editor and a preview of the next steps.
4. **Course Overview:** A screenshot of a course overview for 'Pitching Projects and Products to Executives' showing course details and a list of chapters.



Validate Adoption, Learning, and ROI



Gauge adoption with login metrics

Gain learner behavior insights with social sharing, playlist completion and certificate of completion data

Measure ROI with assessment scores and usage metrics

