

E-Learning by Design

By

William Horton

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About this book

Why is this topic important?

The education required over a lifetime cannot be delivered by conventional means. People must learn more efficiently and at the time and place of their choosing. E-learning can deliver that education—but only if it is designed to do so.

Over the past decade, e-learning has moved from an experimental procedure used to teach technical subjects within computer companies to a mainstream staple teaching everything from life-saving medical procedures to spiritual vision. If you are concerned with educating others, you cannot ignore e-learning.

There are lots of books on instructional design and lots on how to operate particular tools to create e-learning, but few on how to apply instructional design to e-learning. This is that book.

What can the reader achieve with this book?

This book provides instructional designers, teachers, faculty, information technologists, subject-matter experts, individual consultants, and others tasked with moving to e-learning a clear path to the goal of effective e-learning.

The pragmatic and practical advice in this book is not limited to any particular tool or system. Most of the techniques here can be implemented with simple tools you already know how to operate.

You can acquire a rapid, yet systematic, design process that covers the hundreds of decisions necessary to create great e-learning.

How is this book organized?

The twelve chapters of this book lead the reader systematically through the decisions necessary to design effective e-learning. It starts with an overview of the design process for e-learning. Then it builds up from small pieces to course-wide issues. There are three chapters on how to use technology to create the learning experiences that really teach. Covered are learning games and simulations, guided tours, virtual labs, storytelling, guided research, and many other kinds of practice and discovery activities. Next follow instructions on how to create tests and other assessments that verify and measure learning

progress. The next two chapters tell how to integrate activities and tests into learning objects that completely accomplish learning objectives and how to combine topics and activities into lessons that accomplish more ambitious goals. The next chapter covers strategic issues, such as whether to include real-time meetings or an instructor and what standards to follow. The book ends with chapters on how to design and teach instructor-led e-learning in the virtual classroom, how to design the visual display and navigation scheme within the course.

Where did this book come from?

E-Learning by Design is the logical successor to *Designing Web-Based Training*. This book is more than a second edition, but not an entirely new work. It evolves the ideas started there.

This book, as its title implies, is squarely about design. It is not about development tools or other technologies. Design of e-learning involves instructional design, but goes beyond instructional design to include aspects of media design, software engineering, and economics. The goal is to tell readers how to design e-learning that works as well as the best classroom learning.

This book contains my best advice from my experience creating online learning. Since 1971, I have designed, built, researched, and evaluated what we now call e-learning. I have worked in electronic media most of my career from perspectives of design, management, and technology,

How can you get the most out of this book?

Read actively. Skim, scan, skip. Look at the pictures. Find something that interests you and read it in detail.

Where did the examples come from?

All examples were designed by William and Katherine Horton of William Horton Consulting. Unless otherwise noted, all examples were also built by William or Katherine Horton. Many of them are on exhibit at horton.com/eld/. We want to thank The Alban Institute and Indianapolis Center for Congregations, Brightline Compliance, The Gantt Group, Jones International University, The Office of Surface Mining and Reclamation, the Veterans Administration Office of Research and Development, and Web Courseworks for having us design them and letting us show them.

Where is the CD?

This book has an extensive Web presence with dozens of complete examples and supplementary materials. Check it out at: horton.com/eld

Who created this book?

William Horton wrote, typed, and indexed it. Katherine Horton designed the layout and formatted the book. William and Katherine drew the graphics. Rebecca Taft contributed proofreading. William and Katherine Horton suggested the cover design. And Pfeiffer took it from there.

About Pfeiffer

Pfeiffer serves the professional development and hands-on resource needs of training and human resource practitioners and gives them products to do their jobs better. We deliver proven ideas and solutions from experts in HR development and HR management, and we offer effective and customizable tools to improve workplace performance. From novice to seasoned professional, Pfeiffer is the source you can trust to make yourself and your organization more successful.



Essential Knowledge Pfeiffer produces insightful, practical, and comprehensive materials on topics that matter the most to training and HR professionals. Our Essential Knowledge resources translate the expertise of seasoned professionals into practical, how-to guidance on critical workplace issues and problems. These resources are supported by case studies, worksheets, and job aids and are frequently supplemented with CD-ROMs, websites, and other means of making the content easier to read, understand, and use.



Essential Tools Pfeiffer's Essential Tools resources save time and expense by offering proven, ready-to-use materials—including exercises, activities, games, instruments, and assessments—for use during a training or team-learning event. These resources are frequently offered in looseleaf or CD-ROM format to facilitate copying and customization of the material.

Pfeiffer also recognizes the remarkable power of new technologies in expanding the reach and effectiveness of training. While e-hype has often created whizbang solutions in search of a problem, we are dedicated to bringing convenience and enhancements to proven training solutions. All our e-tools comply with rigorous functionality standards. The most appropriate technology wrapped around essential content yields the perfect solution for today's on-the-go trainers and human resource professionals.

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