**Map of website & color palette**

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|  |

**home**

**Contact**

**About**

**Accessibility**

**Portfolio**

**Services**

**Sample07**

**Sample06**

**Sample05**

**Sample04**

**Sample02**

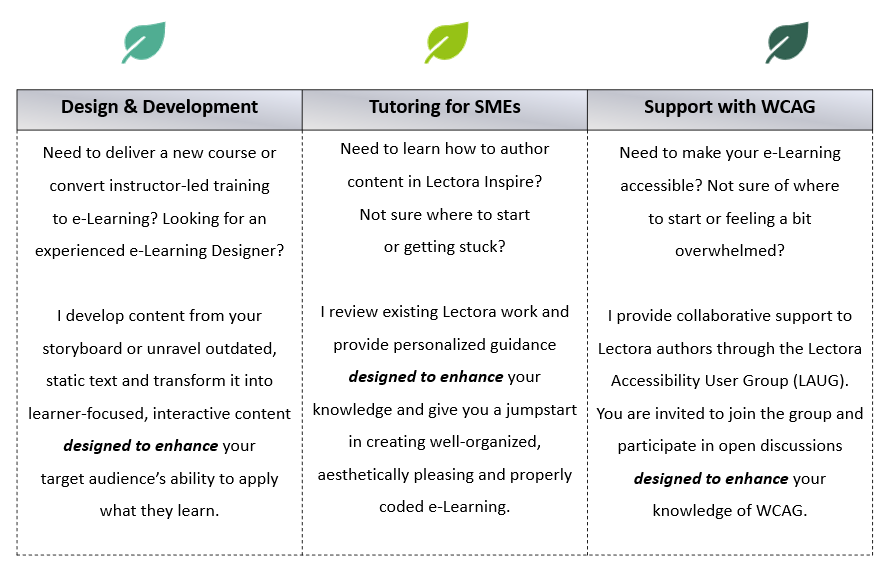
**Sample03**

**Sample01**

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| **DISPLAYED PAGE CONTENT** | **HTML STRUCTURE & INLINE ELEMENTS** | **CSS STYLE** |
| **n/a** | **<HTML lang="en-US">** | **n/a** |
| **n/a** | **<HEAD>** | **n/a** |
| (browser tab) | <title>e-Learning Designs | Lectora, Storyline, and Accessibility</title>  <link rel="stylesheet" type="text/css" <href="css/style.css">  <link href="images/favicon.ico" rel="shortcut icon">  <meta charset=”utf-8”>  <meta name="author" content="Christine O'Malley">  <meta name="description" content="e-Learning Designs provides authoring services and support specific to the design and development of e-Learning design in Lectora or Storyline and strives to meet W3C standards and Web Content Accessibility Guidelines (WCAG).">  <! – INTERNAL NOTE: check out console tools to list relevant links at <https://search.google.com/search-console/about?hl=en&utm_source=wmx&utm_medium=wmx-welcome> --> | n/a |
| **</HEAD>** | | |

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| **DISPLAYED PAGE CONTENT** | **HTML STRUCTURE & INLINE ELEMENTS** | **CSS STYLE** |
| **n/a** | **<BODY>** |  |
|  | <a href="#main-content">Skip to main content</a> | #main-content {  color = “white”  } |
| **n/a** | **<HEADER>** |  |
| e-Learning Designs | <h1> | h1 {  color: #ffffff;  font-family: Merriweather;  background-color: rgb(150,194,22);  padding: 20px;  line-height: 1.5em;  } |
| ***Designed to enhance learning*** | <h4> | h4 {  font-family: 'Lato', sans-serif;  font-size: 14px;  font-weight: bold;  font-style: italic;  ~~line-height: 2.00em;~~  ~~padding-top: 40px;~~  } |
| Home  Services  Portfolio  Accessibility  About  Contact | <div id="pageLinks">  <nav>  <a href="home">  <a href="services">  <a href="portfolio">  <a href="accessibility">  <a href="about">  <a href="contact">  </nav>  </div> | #pageLinks {  Background-color: white;  Padding: 20px;  } |
| **</HEADER>** | | |

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| **HOME Page** | | |
| Page URL: <https://www.e-learningdesigns.com> | | |
| Purpose of this page: To convey who e-Learning Designs is, my offerings, and how the guidance and/or support I provide is ***designed to enhance …*** through descriptions of brief situational needs and specific ways that I can help. | | |
| **DISPLAYED PAGE CONTENT** | **HTML STRUCTURE & INLINE ELEMENTS** | **CSS STYLE** |
| **<section>** | | |
| **Overview**: | <h1> |  |
| Established in 2007, e-Learning Designs is a small woman-owned business (registered with the Small Business Administration), focused on personalized support that is ***designed to enhance*** learning. | <p>  <div class= “enhance”> | .enhance {  Text-style: italic;  Text-weight: bold;  } |
| Offerings include:   * Redesign of classroom training to an online format * Development of content in Lectora or Storyline * Tutoring for SMEs in Lectora Inspire * Support with the Web Content Accessibility Guidelines (WCAG) | <ul>  <li></li>  <li></li>  <li></li>  </ul> |  |
| **</section>** | | |



| **DISPLAYED PAGE CONTENT** | **HTML STRUCTURE & INLINE ELEMENTS** | **CSS STYLE** |
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| **<section>** | | |
| A close up of a logo  Description automatically generated | <div class=leaf> | .leaf {  Background-image: tealLEAFicon.png  Align: center  Padding: 20  } |
| **Design & Development** | <div id=design class=”offering”> Design & Development</div> | .offering {  Color: rgb(50,97,81)  } |
| Need to deliver a new course or convert instructor-led training to e-Learning? Looking for an experienced e-Learning Designer/Developer? | <p> |  |
| I develop content from your storyboard or unravel outdated, static text and transform it into  learner-focused, interactive content ***designed to enhance*** your target audience’s ability to apply  what they learn. | <p>  <div class= “enhance”>designed to enhance></div> | .enhance {INHERITED FOR ALL INSTANCES  } |
| **</section>** | | |

### [#](https://css-tricks.com/the-difference-between-id-and-class/#article-header-id-5)ID's have special browser functionality Classes have no special abilities in the browser, but ID's do have one very important trick up their sleeve. This is the "hash value" in the URL. If you have a URL like http://yourdomain.com#comments, the browser will attempt to locate the element with an ID of "comments" and will automatically scroll the page to show that element. It is important to note here that the browser will scroll whatever element it needs to in order to show that element, so if you did something special like a scrollable DIV area within your regular body, that div will be scrolled too. This is an important reason right here why having ID's be absolutely unique is important. So your browser knows where to scroll! TEST THIS!

| **DISPLAYED PAGE CONTENT** | **HTML STRUCTURE & INLINE ELEMENTS** | **CSS STYLE** |
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| **<section>** | | |
|  | <div class=leaf> | .leaf {  See previous - INHERITED FOR ALL INSTANCES  } |
| **Tutoring for SMEs** | <div id=”tutoring” class=”offering”> Tutoring for SMEs</div> | .offering {  See previous - INHERITED FOR ALL INSTANCES  } |
| Need to learn how to author content in Lectora Inspire? Not sure where to start or getting stuck? | <p> |  |
| I review existing Lectora work and provide personalized guidance ***designed to enhance*** your knowledge and give you a jumpstart in creating well-organized, aesthetically pleasing, and properly coded e-Learning. | <p>  <div class= “enhance”>designed to enhance></div> | .enhance {  See previous - INHERITED FOR ALL INSTANCES  } |
| **</section>** | | |

| **DISPLAYED PAGE CONTENT** | **HTML STRUCTURE & INLINE ELEMENTS** | **CSS STYLE** |
| --- | --- | --- |
| **<section>** | | |
|  | <div class=leaf> | .leaf {  INHERITED FOR ALL INSTANCES  } |
| **Support with WCAG** | <div id=”wcag” class=”offering”> Support with WCAG<div> | .offering {  See previous - INHERITED FOR ALL INSTANCES  } |
| Need to make your e-Learning accessible? Not sure where to start or feeling a bit overwhelmed? | <p> |  |
| I provide collaborative support to Lectora authors through the Lectora Accessibility User Group (LAUG).  You are invited to **join the group** and participate in open discussions ***designed to enhance*** your knowledge of WCAG. | <p>  <a href="http://thelaug.org/join.html">  <div class= “enhance”>designed to enhance></div> | .enhance {INHERITED FOR ALL INSTANCES  } |
| **</section>** | | |

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| **ABOUT** | | |
| Page URL: <https://www.e-learningdesigns.com/about> | | |
| Purpose of this page: To convey who I am and how I’ve gotten to this point in my career. | | |
| **DISPLAYED PAGE CONTENT** | **HTML STRUCTURE & INLINE ELEMENTS** | **CSS STYLE** |
| About: | <h1> |  |
| ***They say that ‘Luck is when preparation meets opportunity’…*** | <div class=quote> | Quote: float |
| Since 1989, I worked in Training & Development for large companies including Unocal Chemicals & Baxter Healthcare. | <p> |  |
| In 1989, Unocal Chemicals marked my introduction to T&D, where the first 3 or 4 years of my career as a **Training Coordinator** were focused primarily on providing logistics support for classroom-based training. One of my primary responsibilities was preparing paper-based instructor and participant guides for approximately 300 Quality training classes per year, world-wide. As you can imagine, a lot of my time was spent in the copy room and shipping department. | <p> |  |
| Then, during my ten years at Baxter, I continued to provide logistics support for instructor-led training. Meanwhile, the landscape of the world-wide-web was evolving as corporations were beginning to establish Intranet sites to manage internal communication to their employees via Intranet sites. During this time, I had enrolled in classes at a local college to earn my certification as a **Web Programmer** and was selected to create and maintain multiple intranet sites within the Quality organization. | <p> |  |
| One of my contributions to the organization was the creation of a custom database used to manage class logistics ranging from student registrations to department chargebacks, as well as a series of web pages on the Quality Training department website, to communicate information to both instructors and students. | <p> |  |
| Over time, I eventually chose to leave classroom training behind, in favor of this new thing called “e-Learning” as I strived to do as much as I could with my new skills and knowledge. | <p> |  |
| Luckily, this decision combined with my T&D experience and proven web skills led to the formation of e-Learning Designs, Inc. | <p> |  |
| What I value most about the experience I gained at Unocal and Baxter is a foundation in effective training standards, and an efficiency in preparing training materials that are detailed, logical, consistent, and reader-focused. Essentially, laying the groundwork for becoming an effective Instructional Designer! | <p>  <a href=”link to portfolio sample”>reader-focused </a>  <a href=”link to evidence of ISD Qualifications”>Instructional Designer </a> |  |
| I’m Christine and I *design to enhance learning*. | <p> |  |

You may want to mention that your education in html and web programming has proven to be an essential foundation for developing e-Learning. To this day, I remember sitting in the William Gray Auditorium at Baxter, listening to one of the IT guys explain to us the history of the Internet. Over 20 years later, I look back on this journey and I’m thankful for all that I’ve learned along the way. Now, as I revisit my lessons on HTML & learn CSS, I get a sense that I made the right choice in my career. In looking at the Timeline of HTML, it was likely sometime around 1997 or 1998 when I was first exposed to creating websites (a Baxter Intranet site for their Quality department).

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| © Copyright 2019, e-Learning Designs, Incorporated |  | Inherited |
| e-Learning Designs, Incorporated | <p> |
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| **SERVICES** | | |
| Page URL: <https://www.e-learningdesigns.com/services> | | |
| Purpose of this page: To convey the services I offer and why I’ve selected certain tools to specialize in. | | |
| **DISPLAYED PAGE CONTENT** | **HTML STRUCTURE & INLINE ELEMENTS** | **CSS STYLE** |
| Services: | <h1> |  |
| ***Relevant quote…*** | <div class=quote> | Quote: float |
| Just like an artist finds their niche through the medium that best suits their creative style, I’ve chosen tools that best fit the methods I use to create a portfolio of (Level II to Level III) e-Learning. | <p> |  |
| Lectora Inspire is a favorite tool of mine because it empowers me (at a precise level) to create content based on the possible actions a learner could take in response to the information, challenge or question presented. Lectora also allows me to extend e-Learning through HTML add-ons, JavaScript, and CSS to create virtually any type of e-Learning you can imagine. | <p> |  |
| Similar to Lectora in its ability to program based on learner actions, my next tool of choice is Storyline. This tool is quite popular with organization, I think because it first began as an Articulate plug-in to PowerPoint, and eventually evolved into a stand-alone authoring tool with an interface that’s very easy to follow for those who are familiar with PowerPoint or timeline-based programs. | <p> |  |
| Both of these authoring tools are very effective when it comes to creating scenarios, knowledge checks, games, job aids, and both allow me to create content that meets Web Content Accessibility Guidelines (WCAG) established by the International World-Wide Web Consortium (W3C). | <p> |  |
| Besides these primary authoring tools, I use a set of tools for editing audio or video, writing narration scripts, and writing or editing captions or transcripts for text alternatives to meet accessibility requirements. | <p> |  |
| How I Price Projects: | <h2> |  |
| All projects are contracted through e-Learning Designs, Inc., on a (1099) basis. Most often I am engaged for small-to-medium sized projects in which the cost varies depending on the complexity and size of the project e.g., I can bring in additional resources for larger projects (i.e., a project manager, dedicated instructional designer, 508 tester) in addition to my role of e-Learning developer. In most cases, I work closely with the instructional designer and client Subject Matter Experts (SMEs) to vet the content prior to development. | <p> |  |
| For each project request, a written proposal is prepared to define deliverables, key assumptions, multiple design options (when applicable), an assessment of instructional design and development efforts, and a good-faith estimate of project hours. | <p> |  |
| Interactivity is based on the learning objectives and classifies the degree of participation needed by the learner to achieve learning transfer. A single course can include various levels of participation. | <p> |  |
| Level I - passive participation (INFORM): Learner | <h2> |  |
| acts solely as a receiver of information through visual and auditory channels. This level may include: strictly linear navigation, plain text, stationary images, short video clips, audio either with or without transcripts, as well as pre- and/or post testing. | <p> |  |
| Level II - moderate participation (+PRACTICE). | <h2> |  |
| Learner receives information through visual and auditory channels described in Level I, combined with periodic hands-on activities, such as categorizing information through an activity, or using on-screen tools to solve problem. This Level may also include: menus, selected branching, instructional cues, learning coaches, click/reveals, animations, audio, interactive video, performance support in the form of downloadable job aids, as well as pre- and post-testing, and knowledge checks consisting of gradable and/or non-gradable questions. | <p> |  |
| Level III – involved participation (APPLY). | <h2> |  |
| Learner is expected to fully interact with the content through auditory, visual and kinesthetic modes, as they react to specific situations, receive feedback and deal with the consequences of their decisions. This level generally includes: interactive games, simulated job performance exercises, customized audio or videos, avatars, stories and scenarios, and testing mechanism integrated into the material. | <p> |  |

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| © Copyright 2019, e-Learning Designs, Incorporated |  | Inherited |
| e-Learning Designs, Incorporated | <p> |
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| **PORTFOLIO** | | |
| Page URL: <https://www.e-learningdesigns.com/portfolio> | | |
| Purpose of this page: To share a range of examples from projects that I’ve worked on over the years, showcasing 2-3 examples. Provided in list form as an index of examples that I’ve linked to (in context) from other pages. | | |
| **DISPLAYED PAGE CONTENT** | **HTML STRUCTURE & INLINE ELEMENTS** | **CSS STYLE** |
| ***Relevant quote…*** | <div class=quote> | Quote: float |
| Portfolio: | <h1> |  |
| 1. **Narration Script** (before & after edits) 2. **Course Transcript** (with descriptive text) 3. **Scenario** (sample description) 4. **Interactivity** (sample description) 5. **Knowledge check** (multi-level feedback) 6. **Gamification** (with planning map) 7. **Job Aid** (sample description) | <ol>  <li> </li>  <li> </li>  <li> </li>  <li> </li>  <li> </li>  <li> </li>  <li> </li>  </ol> |  |
| To request a guided tour of an e-Learning course, **contact** me. | <p> |  |

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| **PORTFOLIO SAMPLE 01** | | |
| Page URL: <https://www.e-learningdesigns.com/portfolio-sample01> | | |
| Purpose of this page: To share an example of writing and editing skills resulting in reader-focused content that is more likely to be understood. | | |
| **DISPLAYED PAGE CONTENT** | **HTML STRUCTURE & INLINE ELEMENTS** | **CSS STYLE** |
| **Sample 1**: Narration Script | <h1> |  |
| [description includes client, purpose of project, my role, and sample comments] | <p> |  |
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| **DISPLAYED PAGE CONTENT** | **HTML STRUCTURE & INLINE ELEMENTS** | **CSS STYLE** |
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| Copyright 2019 |  | Inherited |
| e-Learning Designs, Incorporated | <p> |
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| **PORTFOLIO SAMPLE 02** | | |
| Page URL: <https://www.e-learningdesigns.com/portfolio-sample02> | | |
| Purpose of this page: To share a writing example that includes descriptive text, thereby providing the reader a more inclusive learning experience. | | |
| **DISPLAYED PAGE CONTENT** | **HTML STRUCTURE & INLINE ELEMENTS** | **CSS STYLE** |
| **Sample 2**: Course Transcript | <h1> |  |
| [description includes purpose of project, my role, & client] | <p> |  |
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| **PORTFOLIO SAMPLE 03** | | |
| Page URL: <https://www.e-learningdesigns.com/portfolio-sample03> | | |
| Purpose of this page: To share an example of a scenario programmed … . | | |
| **DISPLAYED PAGE CONTENT** | **HTML STRUCTURE & INLINE ELEMENTS** | **CSS STYLE** |
| **Sample 3**: [Scenario] | <h1> |  |
| [description includes client, purpose of project, my role, and sample comments] | <p> |  |
| [thumbnail] |  |  |

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| **DISPLAYED PAGE CONTENT** | **HTML STRUCTURE & INLINE ELEMENTS** | **CSS STYLE** |
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| **PORTFOLIO SAMPLE 04** | | |
| Page URL: <https://www.e-learningdesigns.com/portfolio-sample04> | | |
| Purpose of this page: To share an example of an activity in which the learner interacts with the content in a meaningful way. | | |
| **DISPLAYED PAGE CONTENT** | **HTML STRUCTURE & INLINE ELEMENTS** | **CSS STYLE** |
| **Sample 4**: Interactivity | <h1> |  |
| [description includes client, purpose of project, my role, and sample comments] | <p> |  |
| [image(s)] |  |  |

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| **DISPLAYED PAGE CONTENT** | **HTML STRUCTURE & INLINE ELEMENTS** | **CSS STYLE** |
| **n/a** | **<FOOTER>** | **background-color: rgb(150,194,22);**  **padding: 20px;**  **color: white;**  **font-weight: bold;**  **text-align: center;** |
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| e-Learning Designs, Incorporated | <p> |
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| **PORTFOLIO SAMPLE 05** | | |
| Page URL: <https://www.e-learningdesigns.com/portfolio-sample05> | | |
| Purpose of this page: To share an example of a knowledge check that includes feedback the learner is forced to think about. | | |
| **DISPLAYED PAGE CONTENT** | **HTML STRUCTURE & INLINE ELEMENTS** | **CSS STYLE** |
| **Sample 5**: Knowledge Check | <h1> |  |
| [description includes client, purpose of project, my role, and sample comments] | <p> |  |
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| **DISPLAYED PAGE CONTENT** | **HTML STRUCTURE & INLINE ELEMENTS** | **CSS STYLE** |
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| **PORTFOLIO SAMPLE 06** | | |
| Page URL: <https://www.e-learningdesigns.com/portfolio-sample06> | | |
| Purpose of this page: To share an example of writing and editing skills in preparing content that is reader-focused and more likely to be understood. | | |
| **DISPLAYED PAGE CONTENT** | **HTML STRUCTURE & INLINE ELEMENTS** | **CSS STYLE** |
| **Sample 6**: [Gamification Quiz] | <h1> |  |
| [description includes client, purpose of project, my role, and sample comments] | <p> |  |
| [image(s)] |  |  |

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| **DISPLAYED PAGE CONTENT** | **HTML STRUCTURE & INLINE ELEMENTS** | **CSS STYLE** |
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| **PORTFOLIO SAMPLE 07** | | |
| Page URL: <https://www.e-learningdesigns.com/portfolio-sample07> | | |
| Purpose of this page: To share an example of writing and editing skills in preparing content that is reader-focused and more likely to be understood. | | |
| **DISPLAYED PAGE CONTENT** | **HTML STRUCTURE & INLINE ELEMENTS** | **CSS STYLE** |
| **Sample 7**: [Job Aid] | <h1> |  |
| [description includes client, purpose of project, my role, and sample comments] | <p> |  |
| [image(s)] |  |  |

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| **DISPLAYED PAGE CONTENT** | **HTML STRUCTURE & INLINE ELEMENTS** | **CSS STYLE** |
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| Copyright 2019 |  | Inherited |
| e-Learning Designs, Incorporated | <p> |
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| **ACCESSIBILITY** | | |
| Page URL: <https://www.e-learningdesigns.com/accessibility> | | |
| Purpose of this page: To convey how I got involved with accessibility, the things I'm actively doing related to this, my perspective on it, and what I've learned so far. Include link to join LAUG (Lectora Accessibility User Group).  Note: In time, I may redirect theLAUG.org to this page but need to decide if I would eliminate Formsite – benefit is the database it utilizes to capture content. I would have to rebuild that and have technology in place to capture data. | | |
| **DISPLAYED PAGE CONTENT** | **HTML STRUCTURE & INLINE ELEMENTS** | **CSS STYLE** |
| Accessibility: | <h1> |  |
| ***Relevant quote…*** | <div class=quote> | Quote: float |
|  | <p> |  |
|  | <p> |  |

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| **DISPLAYED PAGE CONTENT** | **HTML STRUCTURE & INLINE ELEMENTS** | **CSS STYLE** |
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| **CONTACT** | | |
| Page URL: <https://www.e-learningdesigns.com/contact> | | |
| Purpose of this page: To provide a mechanisms for persons interested, to contact me. Include LinkedIn URL, email, phone | | |
| **DISPLAYED PAGE CONTENT** | **HTML STRUCTURE & INLINE ELEMENTS** | **CSS STYLE** |
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| **EXTRA [PAGENAME] - HTML & CSS Guide** | | |
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