



LIVE
LIVE

skapezEmpire



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Product of skapezEmpire by Kelvin Kobina Fosu

skapezEmpire



Lift is a concept to democratize education and processes while lifting others to thrive in an ever changing world.

skapezEmpire





MICROLEARNING INSTRUCTIONAL DESIGN

“If people gravitate to their phones to consume content, how can we create Microlearning experiences that pull them into new learning opportunities?”

Gnowbe.

What you'll learn

- Microlearning
- Web Accessibility
- ADDIE
- Bloom's Taxonomy
- Gamification
- ARCS of motivational learning
- Audio and Video editing
- Kirkpatrick's model of evaluation
- Gagne's Nine Events of Instructions



Instructors

Kelvin Kobina Fosu is an online Educator with over 5 years experience in creating online educational contents.



About Gnowbe

To support creators globally, Gnowbe launched a \$10 million scholarship fund, which entitles 20k recipients to earn a Microlearning Instructional Design (MID) Level 1 Certification (worth \$497!) for FREE...

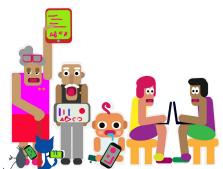


ELEARNING-Quotes

“By 2025, 3/4 of all internet users will access the internet solely via their mobile device”.



By:Gnowbe

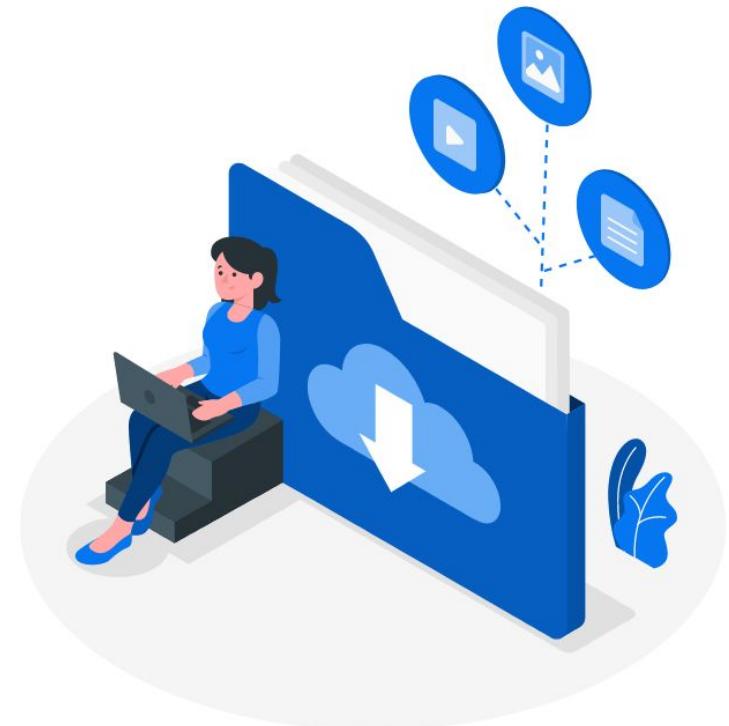


Authoring Tools and Services

“An authoring tool is a program that enables you to create a digital course and publish it in select formats. Instead of using code to manually create a course, an authoring tool lets you use drag-and-drop and other user-friendly interfaces to make a course—no coding required.”

[360learning](#)

- Gnowbe
- Ispring
- Captivate
- Storyline
- SCORM
- XAPI/ TINCAN API



Learning objectives

These are the blueprints to creating your course:

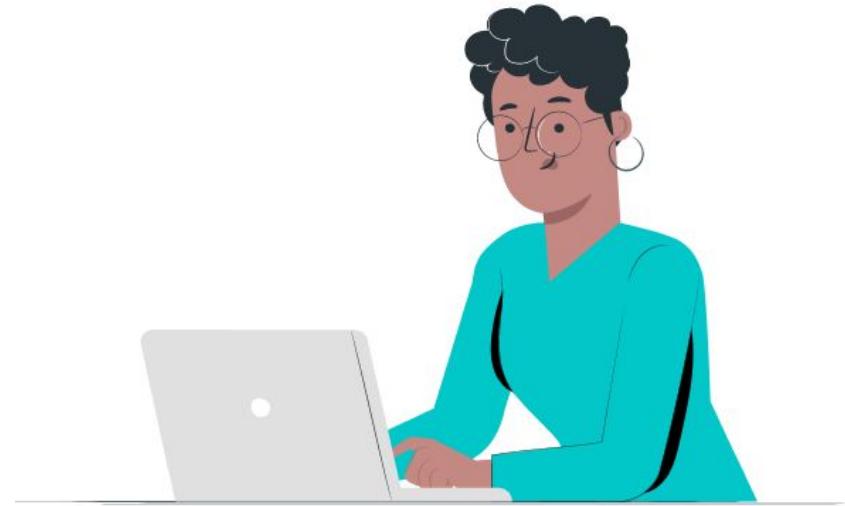
- **Terminal Objectives** : What learners would be able to do at the end of a course.
- **Enabling Objectives**: Modules or units or activities that will help learners achieve the terminal objectives.



SMART Terminal Objectives

Asking these question helps you create a good terminal objective:

- Is it **specific**
- Is it **measurable**{ avoid understand, learn,know}
- Can it be **achieved**
- Is it **relevant** to learners needs
- is it **time bound**



TIP

Objectives should start with an action verb.

examples:

- Organize
- locate
- plan
- organize

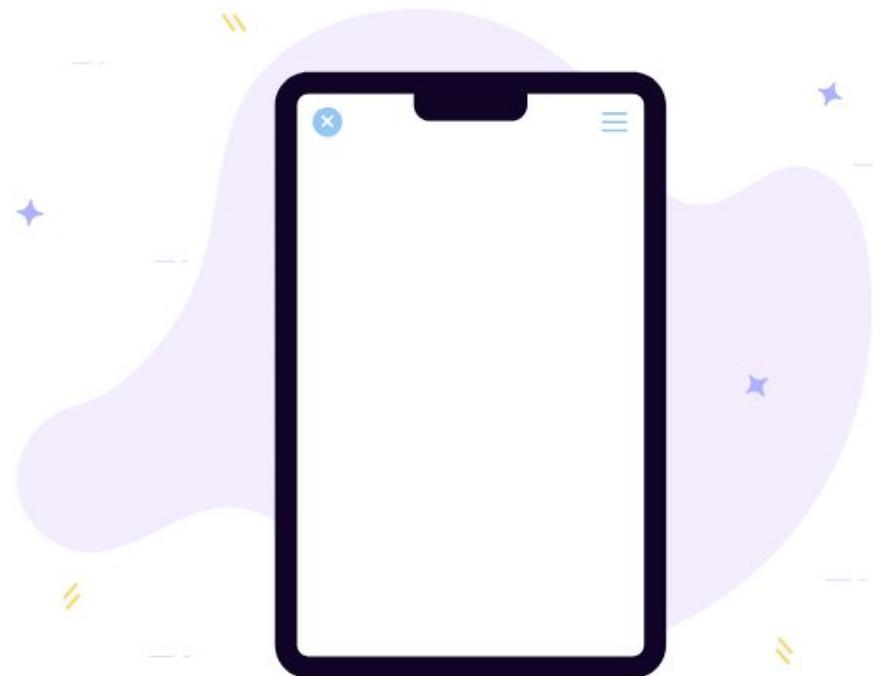


Tips

Bite-size is the right size?

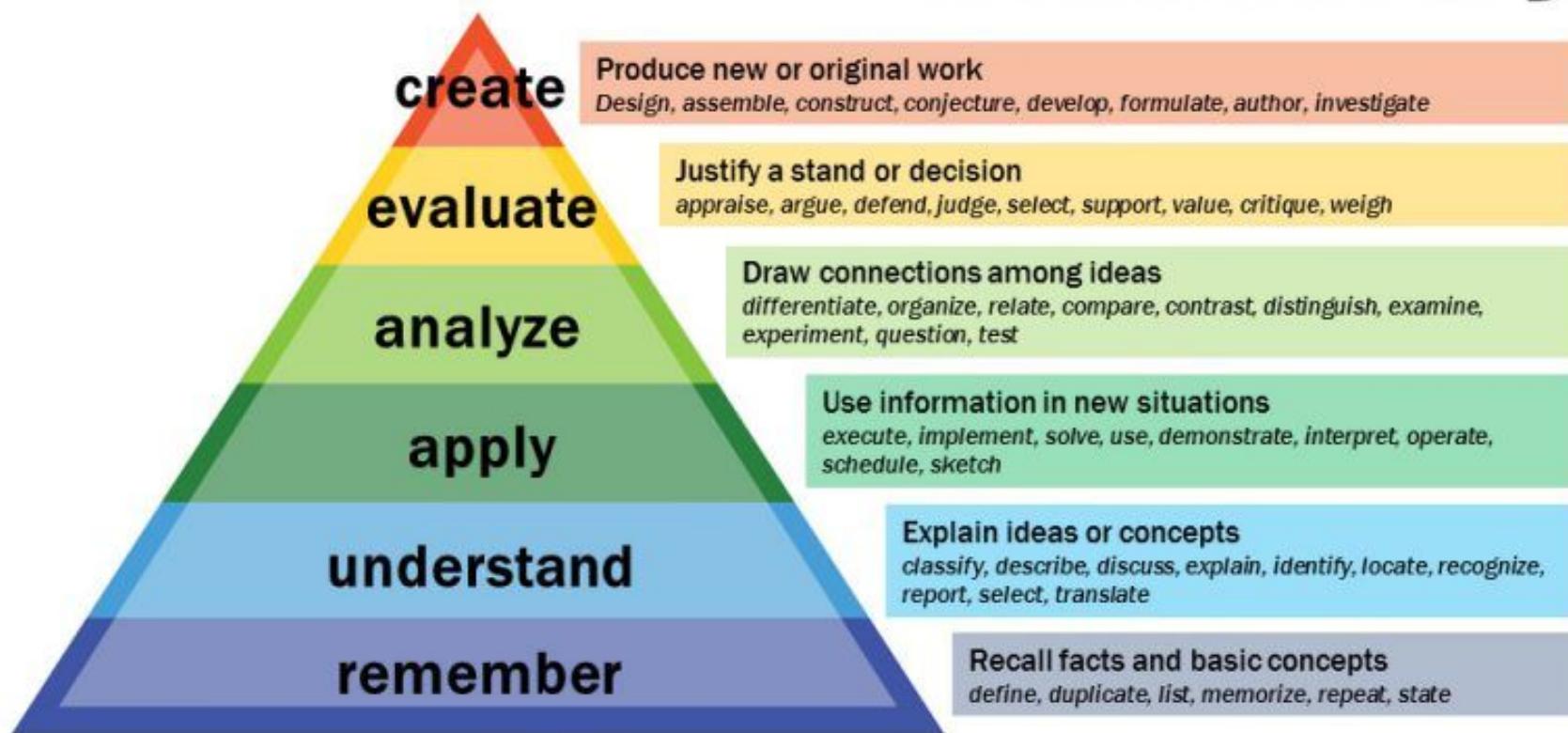
“Chunking helps reduces cognitive load.(Break courses into smaller units)

You can accompany text with images to reduce cognitive load.



Learning Objectives-Bloom's Taxonomy

Bloom's Taxonomy



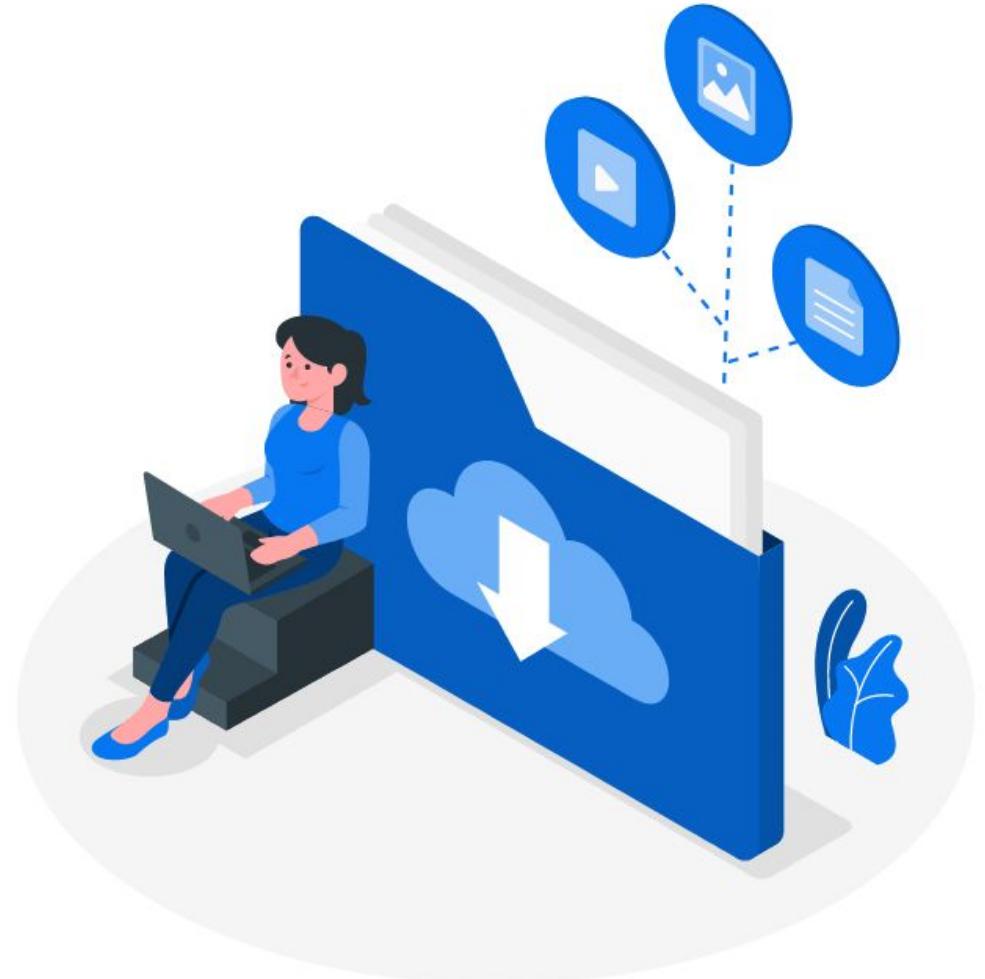
Vanderbilt University Center for Teaching



[Vanderbilt University Center for Teaching](#)

ADDIE

- Analysis
- Design
- Develop
- Implement
- Evaluate



Analysis

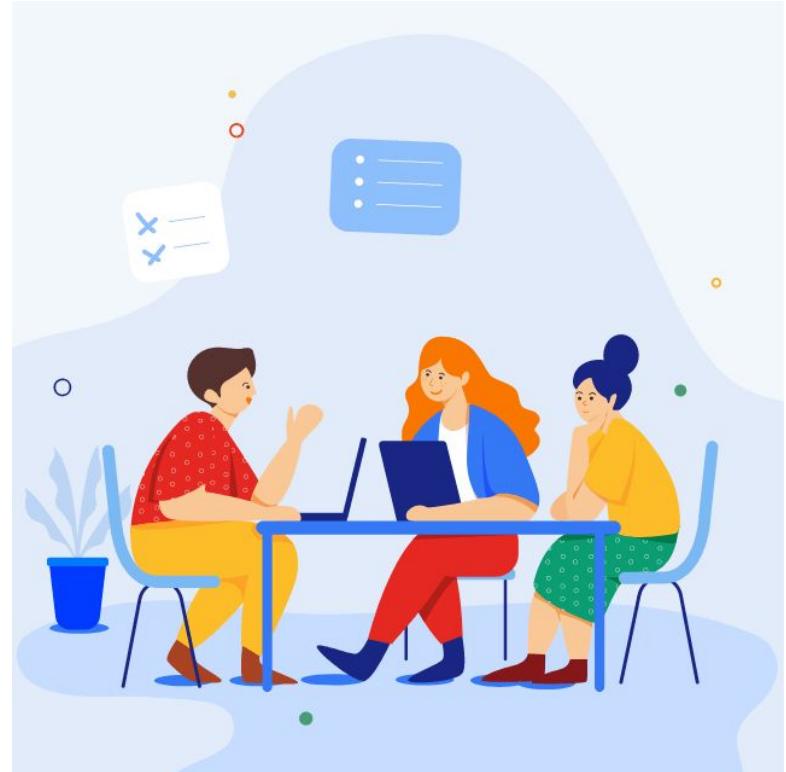
- Instructional goals
- Instructional analysis
- Learner analysis
- Learning objectives



Instructional Goals

- Clear instructional goals
- Involve all stakeholders and sign off on final approval.
-

Design a course on a **responsive website page** for **farmers in remote areas**.
(stakeholder is Kelvin)



Instructional Analysis

- Actionable and specific steps taken to achieve each the goal of the training.

Steps Example

1. Knowledge on farming conditions
2. Understand the web
3. HTML,
4. CSS- CSS flex, CSS grid
5. Progressive Web Apps
6. Javascript



Learner Analysis

- Background knowledge of students (Tech savvy).
- Learner audience

Do students have the necessary software, what is the programming experience of the students, are the students aware of progressive web apps.(map out solutions to achieving the end goal.



Learning Objectives

- What should students be able to do when done with the training.

Skills, Attitude, Knowledge

Student should be able to

- Build a one page website,
- Know about responsive web design and
- Build Progressive web Apps
-



Design

- Design Assessments
- Course Format
- Instructional Strategy

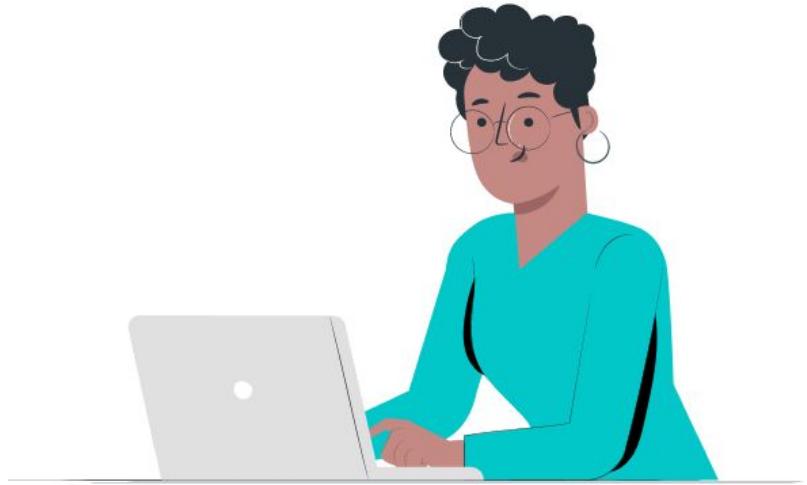


Design Assessment

Test the knowledge of students:

Goals, Learners, Context, assessment

- Design a responsive website
- Learners level of understanding-beginners, Tech savvy
eg. if beginners then avoid over complicated terms
- Practice in the context of the learner & training. eg
avoid testing students on programs/ tools not covered
in the lesson. Build a website not a mobile app
- Avoid the use of tricky,complicated, unclear
questions & answers or tests. Note, learners aren't
taught to answer tricky question but to rather gain
knowledge on responsive web development



Course Format

Choose the medium for which your course will be conducted:

- Blended learning
- Elearning
- Classroom



Instructional Strategy

These are approaches on how a cause will be taught:

- Assessments
- Lectures
- Projects
- Discussions
- Worksheet
- Readings
- Activities

Gain attention, participation, practice, useful resources after the training, feedback on course



Develop

- Create Sample Instructions for feedback
- Develop course materials
- Conduct a run-through

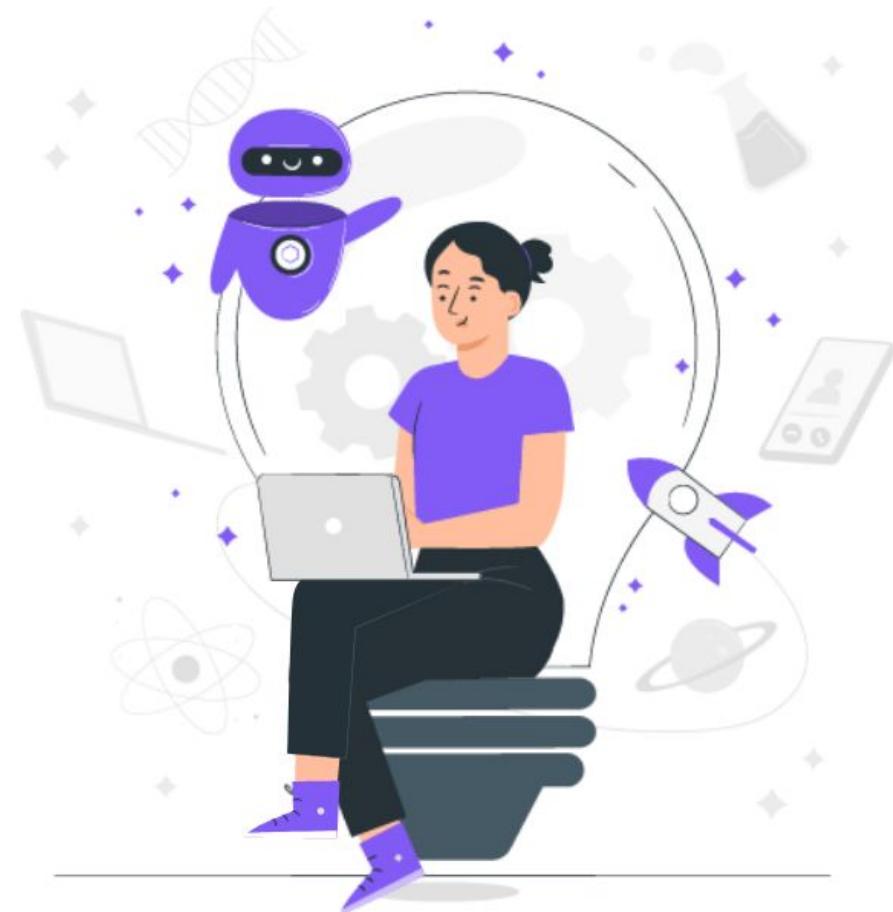
Involve these people throughout the process:

- Stakeholders
- Learners
- Subject Matter Experts



Implement

- Instructor training
- Prepare learners
- Arrange the learning space



ELEARNING-Quotes

“If people gravitate to their phones to consume content, how can we create Microlearning experiences that pull them into new learning opportunities.”

By:Gnowbe



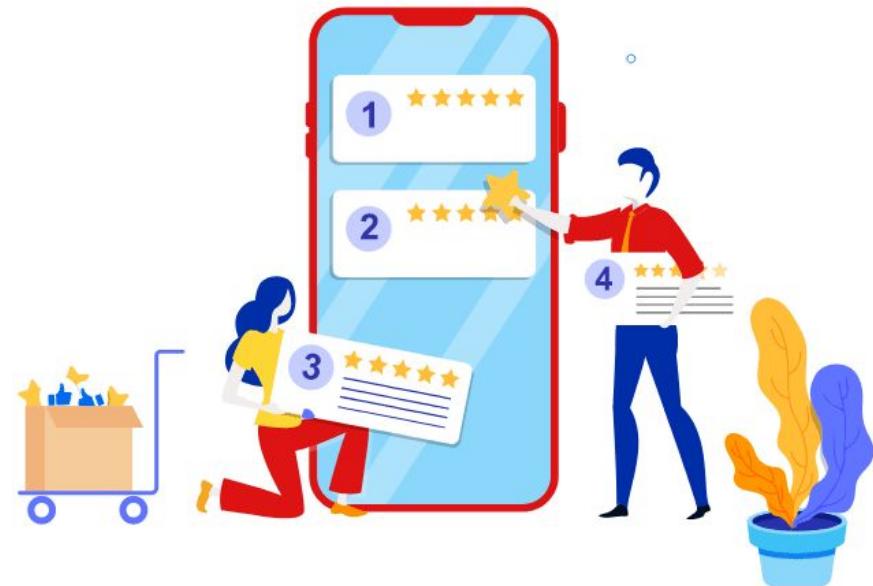
Evaluate

- Evaluate the instructional activities at each stage of the instructional activity(**formative evaluation**) and the **summative evaluation** actually test the completion of the entire activity.



What to Assess-Formative Evaluation

- Clarity
 - Impact
 - feasibility of the activities



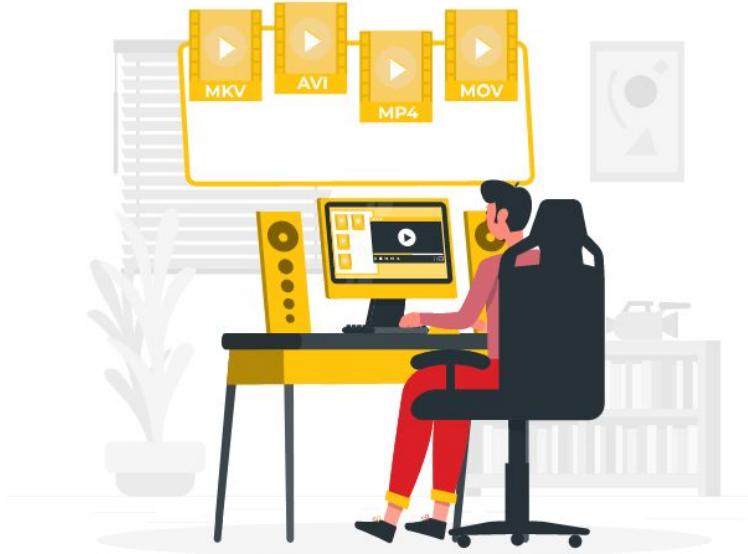
Thoughts

“Difficult subjects should be spaced closely compared to easily to comprehend subject.”

1 2 3 4 5 6 7

Spaced Repetition





VIDEO & AUDIO EDITING

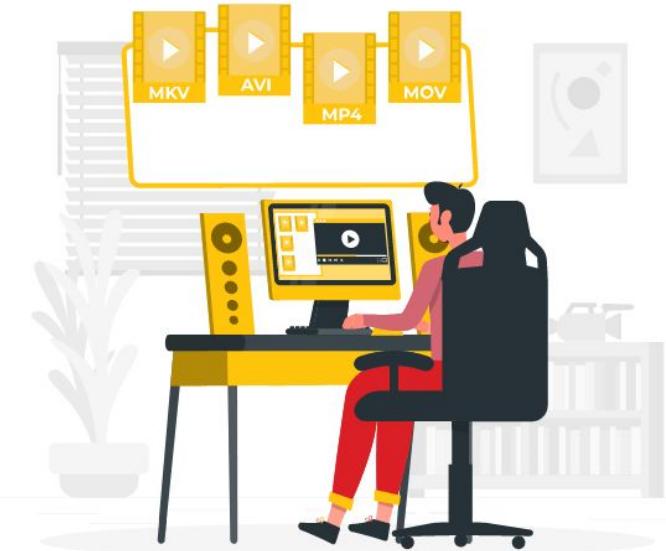


skapezEmpire

Video and Audio Editing

Camtasia-video

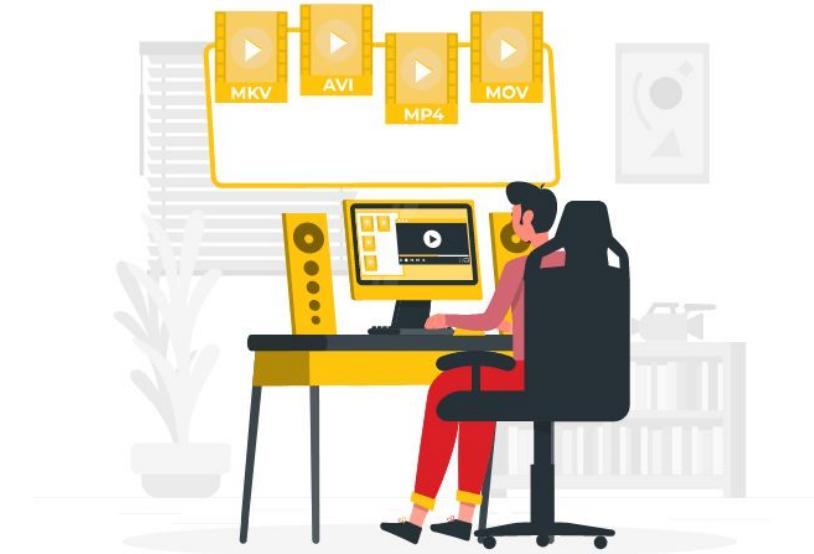
- 1. Lower thirds
- 2. Audio editing
- 3. Split
- 4. Create your library of files
- 5. Voice over
- 6. Noise removal(silencing, errms)
- Openshot-video
- Audacity-Sound Editing



Video Editing

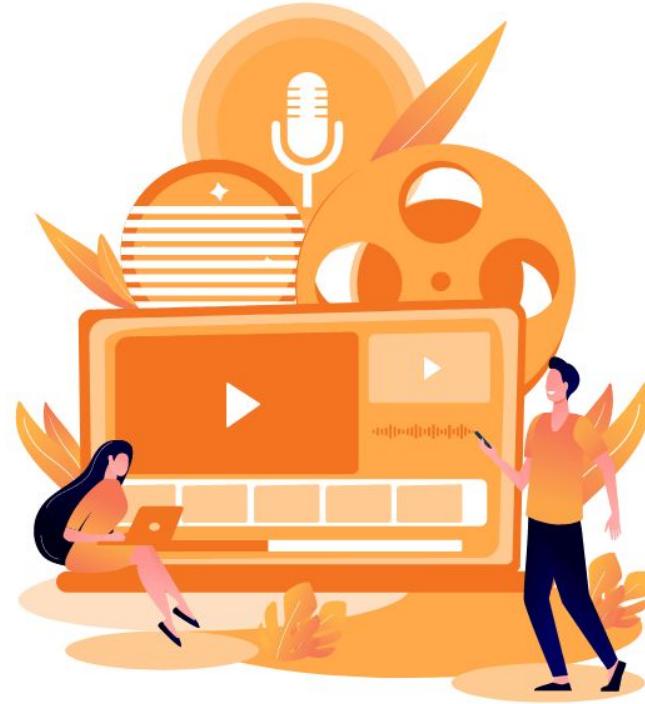
Camtasia-video

- 1. Lower thirds
- 2. Audio editing
- 3. Split
- 4. Create your library of files
-



Audio Editing

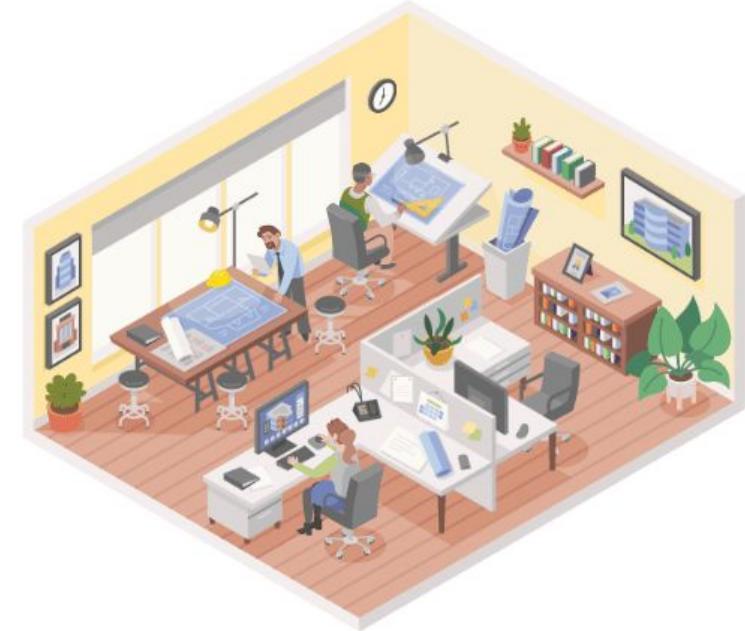
1. Voice over
 2. Noise removal(silencing, errms)
- Openshot-video
 - [Audacity-Sound Editing](#)



Perfect Online/Elearning Guide

- Close all tabs,
- 24pt text
- Disable notifications
- Stereo
- Umhs, errs should be limited, echo free
- Leave some few seconds prior to the start of your recording
- 720p or 1080p, 30fps
- Name videos and audio according to the course title
- Close windows that aren't associated with the course
- keep a clean desktop
- Put all air conditioners, fans, radio and Tv off, isolate yourself from pets & noisy children
- Mic should be some inches away from the mouth(use thumb and little finger as gauge).

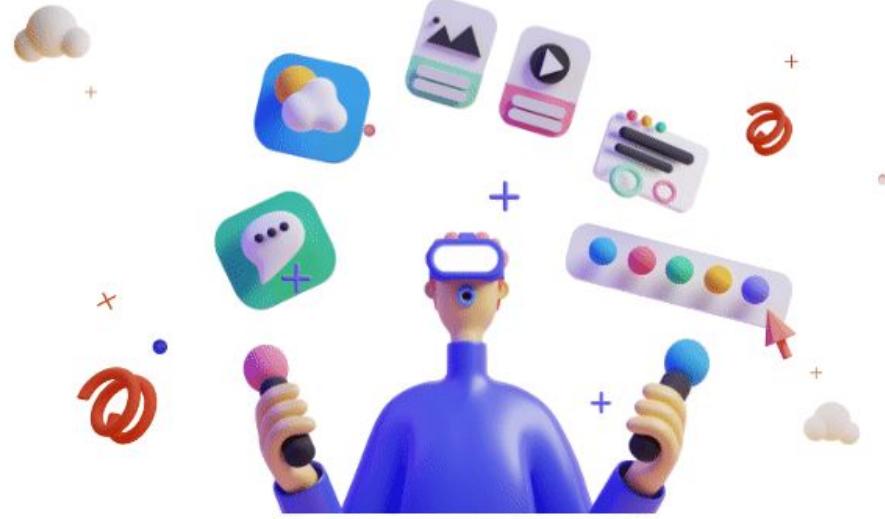
A well cushioned or soft environment is ideal.



ELEARNING-Quotes

“By 2025, 3/4 of all internet users
will access the internet solely via
their mobile device”.





GAMIFICATION



ELEARNING-Quotes

“Successful and sustainable gamification can convert customers into fans, turn work into fun, or make learning a joy. The potential is enormous.”

Brian Burke



Gamification

Gamification is the use of gaming elements.....

- Competition and Achievements
- Storytelling
- Elements of surprise
- **nudge**



Competition & Achievements

- Display current number of students learning.
- Rank people based on contributions and support made and progress.
- Rewards, recognition



Storytelling

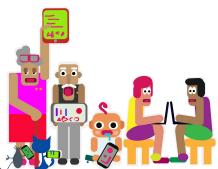
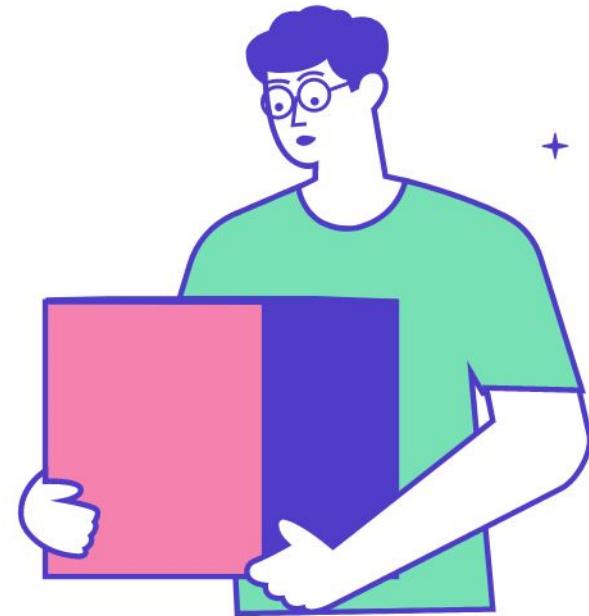
Maya Angelou's most famous quotes: "People will forget what you said, people will forget what you did, but people will never forget how you made them feel."

- Relevance
- Emotional Connection
- Visuals
- Resolution



Elements of Surprise

- Making use of in app rewards that randomly show up without expecting them.



ELEARNING-Quotes

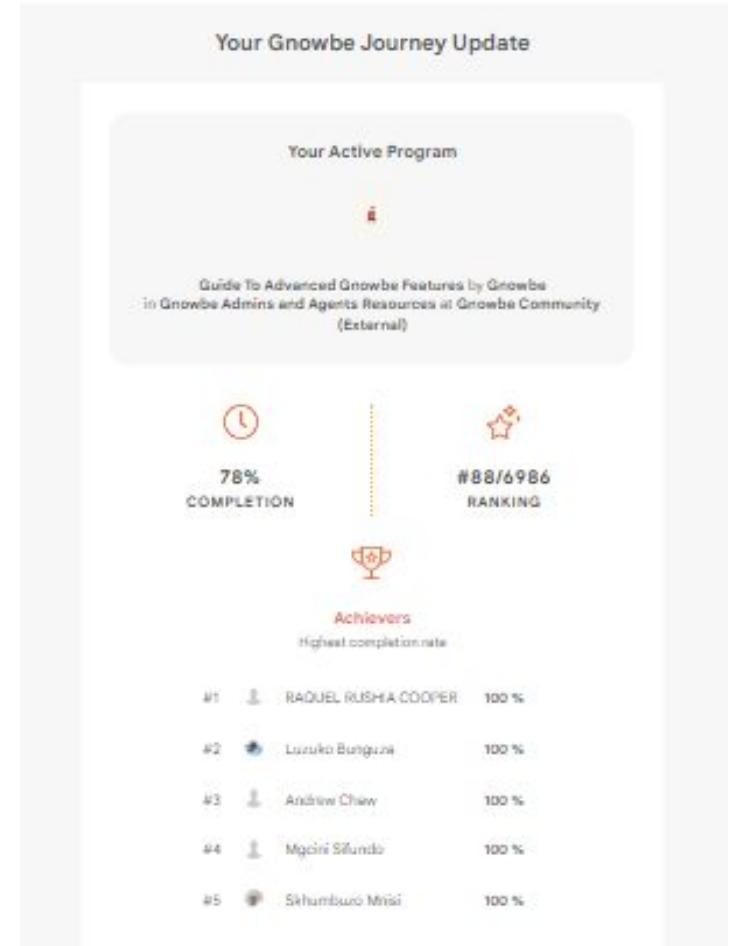
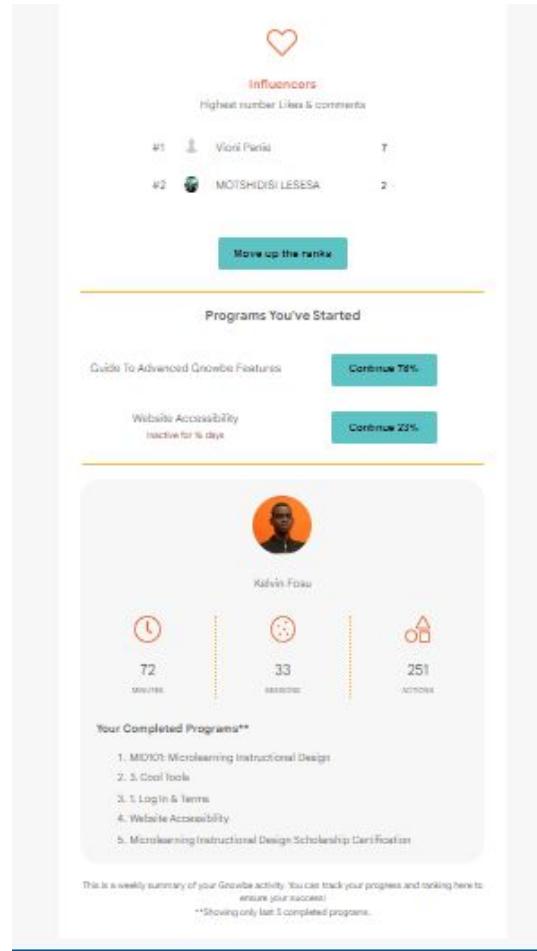
“If kids can be super engaged in video games,
there's a way for them to be super engaged in
education as well.”

Elon Musk



Nudges

This steers up the progress of a person



Your Gnowbe Journey Update

Your Active Program

Guide To Advanced Gnowbe Features by Gnowbe
in Gnowbe Admins and Agents Resources at Gnowbe Community
(External)

78% COMPLETION

#88/6986 RANKING

Achievers

RANK	USER	COMPLETION %
#1	RAQUEL RUSHIA COOPER	100 %
#2	Luzuko Bungoma	100 %
#3	Andrew Chew	100 %
#4	Mgocini Sizundo	100 %
#5	Skhumbuzo Msimi	100 %

Influencers

RANK	USER	LIKES & COMMENTS
#1	Viori Partai	7
#2	MOTSHIDISI LESESA	2

Move up the ranks

Programs You've Started

Guide To Advanced Gnowbe Features

Website Accessibility

Kalvin Fokou

72 minutes

33 sessions

251 quizzes

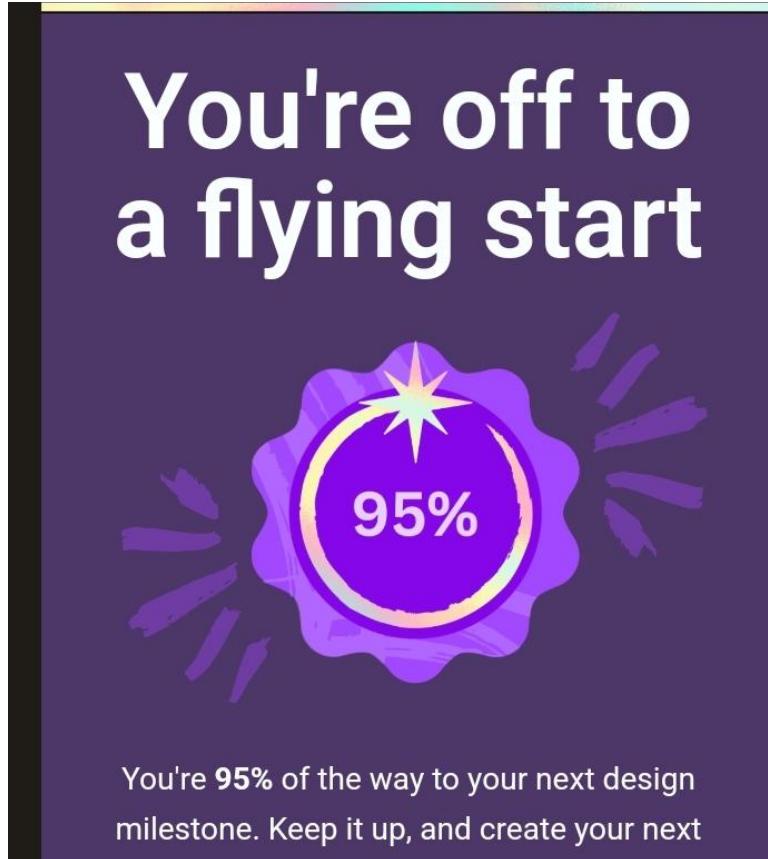
Your Completed Programs**

- 1. MIDOT: Microlearning Instructional Design
- 2. Cool Tools
- 3. Login & Terms
- 4. Website Accessibility
- 5. Microlearning Instructional Design Scholarship Certification

This is a weekly summary of your Gnowbe activity. You can track your progress and looking how to ensure your success!

**Showing only last 5 completed programs.

examples-Canva & Udemy



Your Daily Digest
June 16, 2022

40,087
TOTAL STUDENTS

You've got this! You're on the way to your 50,000 student milestone.

YOU DID IT AGAIN, KELVIN
YOUR HARD WORK KEEPS PAYING OFF!
GO AHEAD, CELEBRATE A LITTLE!

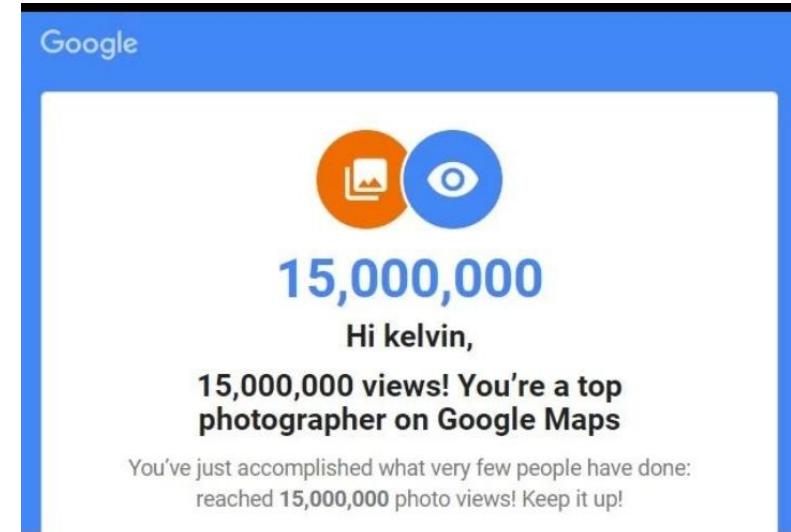
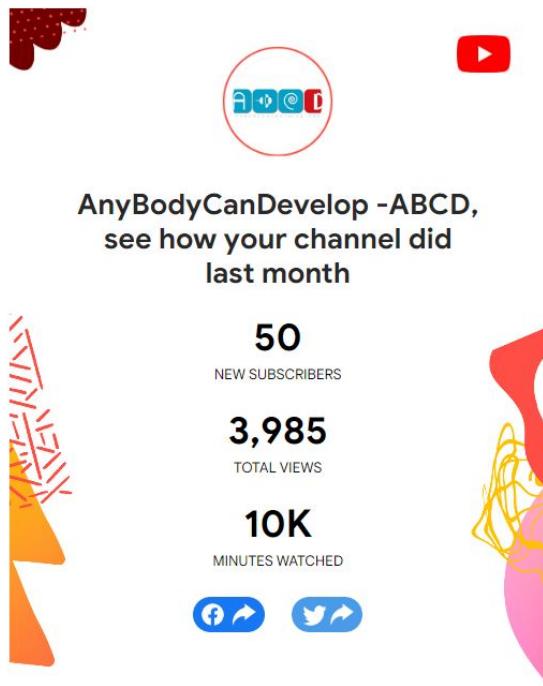
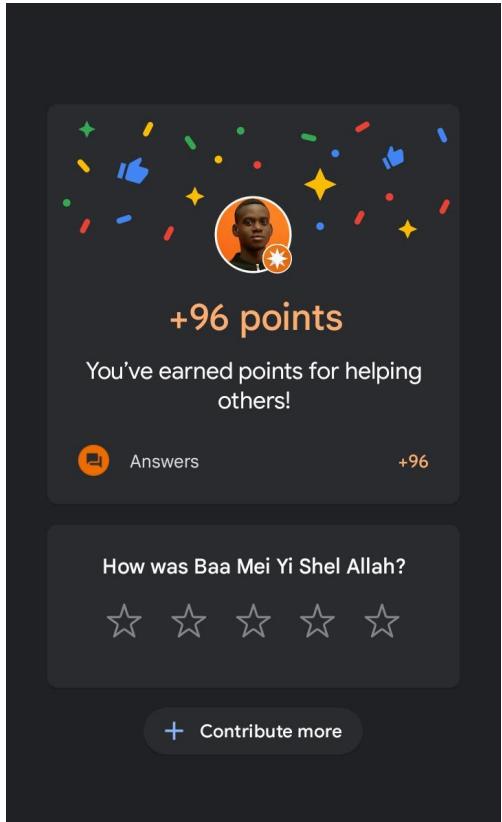
\$100
You've hit the \$100 mark

[Check your report](#)

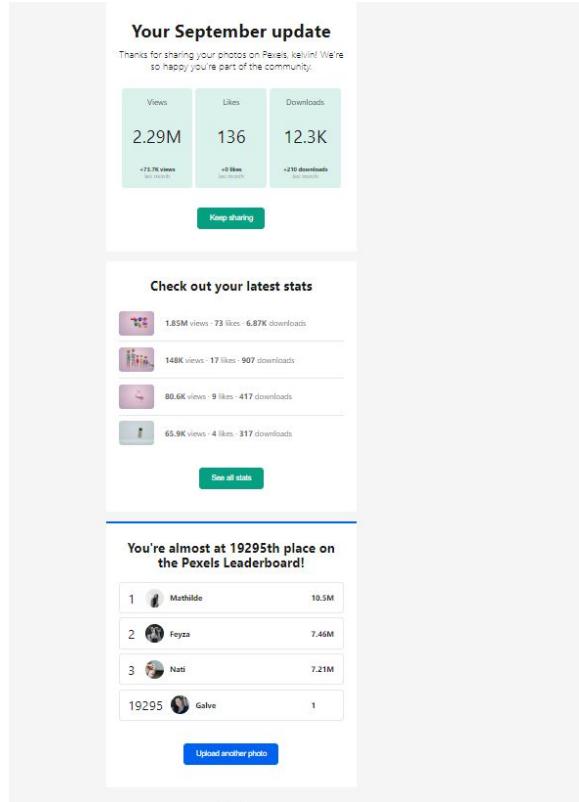
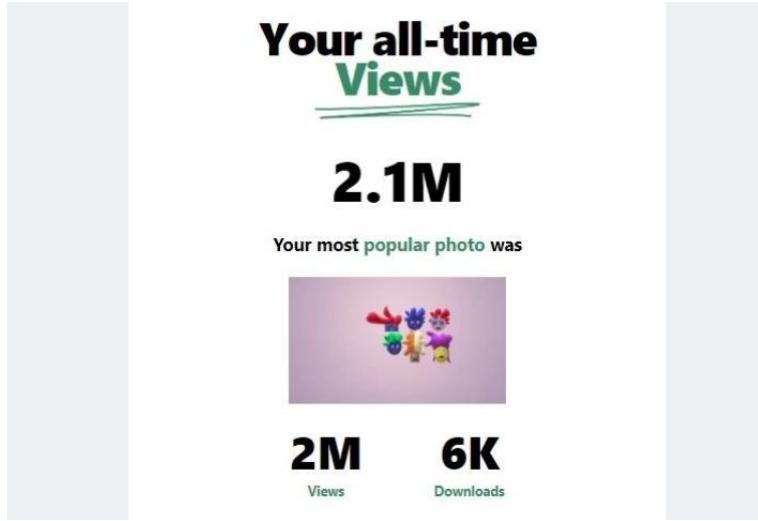
For the most up-to-date and accurate revenue data, please see your [revenue report](#).
The data collected is based on Pacific US time and sums up results from all your courses.

[Share your success!](#)

Examples-Google



Examples-Pixel



Check out your latest stats

978K views · **51**

likes · **4.57K** downloads

147K views · **16**

likes · **891** downloads

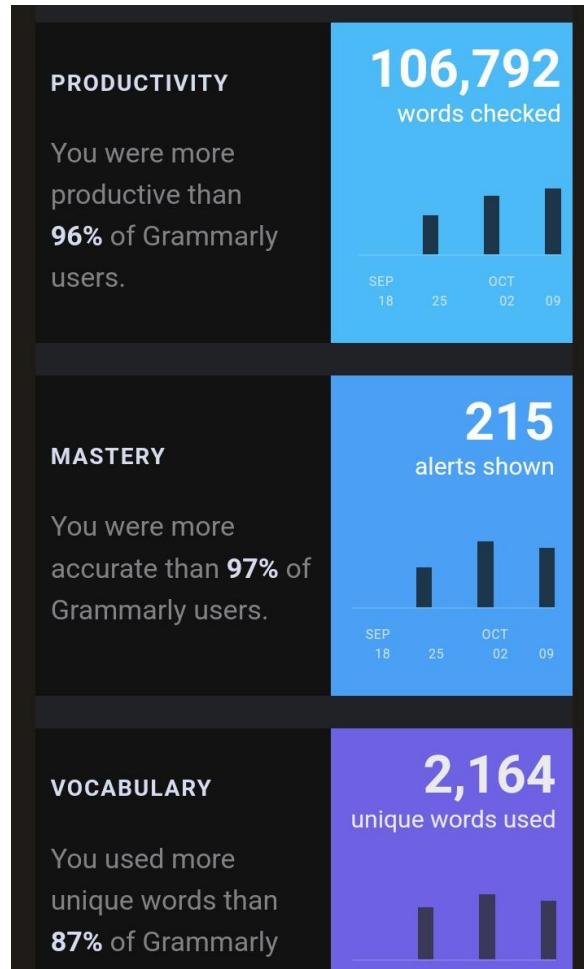
79.9K views · **9**

likes · **412** downloads

53.9K views · **4**

likes · **290** downloads

Examples-Grammarly



Tips

Always address learners by their name. This builds some connection and trust between learners and their experience.



Lolah Y.

★★★★★ a month ago

it is a good useful course that i would like to recommend it

Was this review helpful?



[Report](#)



Kelvin Fosu

Instructor response • a month ago

Thanks for the feedback,season's greetings Lolah



Navneeth

★★★★★ a week ago

I dont know these many websites are providing free images, Animations, fonts and Graphics. Today from this lesson I learned those. Thank You Team.

Was this review helpful?



[Report](#)



Kelvin Fosu

Instructor response • a week ago

Thank you Navneeth

ELEARNING-Quotes

“If you can't explain it to a six year old, you don't understand it yourself”.

Albert Einstein





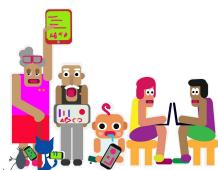
THE MPPG



MPPG

In order to thrive in the 21st century
the below can be taken into
consideration:

- Mobile-first design
- Personalized
- Participation
- Group-based Learning



Mobile-First Design

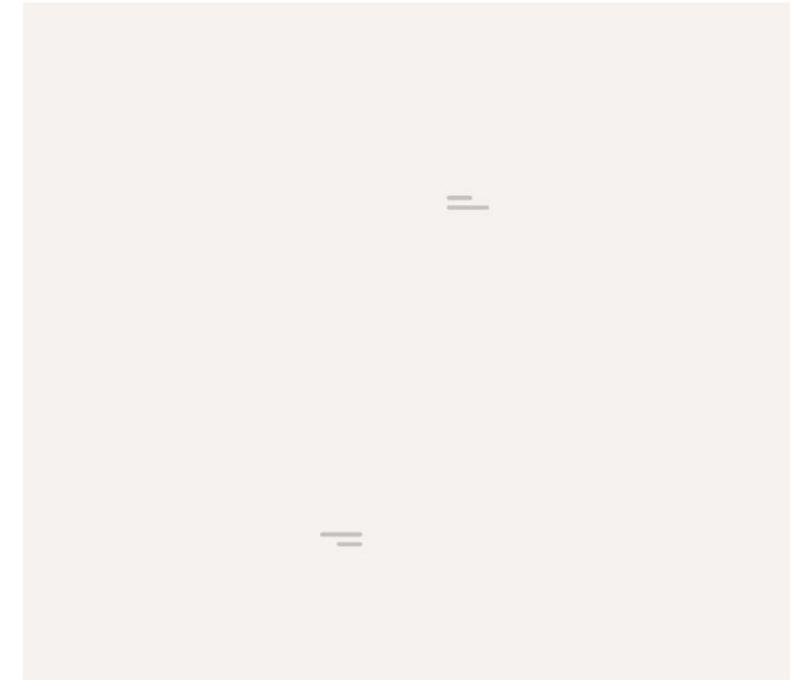
Mobile first is different from responsive design as the former is akin to authoring/ curating content in relation to learners experiences that would enhance effective learning hence improved outcomes in academia and organizations, taking into account, the efficient and effectual use of the real estate of mobile devices.



Personalized

For a more tailored learning
experience:

- Address people by their names
- Allow for customization



Participatory

Encourage participation through interactions.



Group-Based

Dialogues and discussions enhances
the learning experiences.

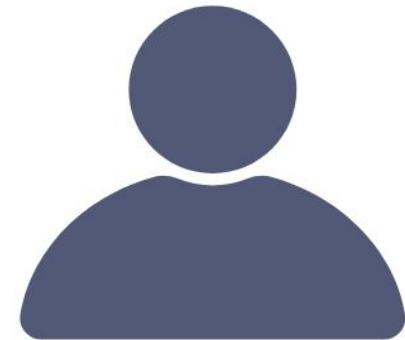


MICRO LEARNING-Quotes

“When I wanted to learn something outside of school as a kid, cracking open my World Book encyclopedia was the best I could do. Today, all you have to do is go online.”

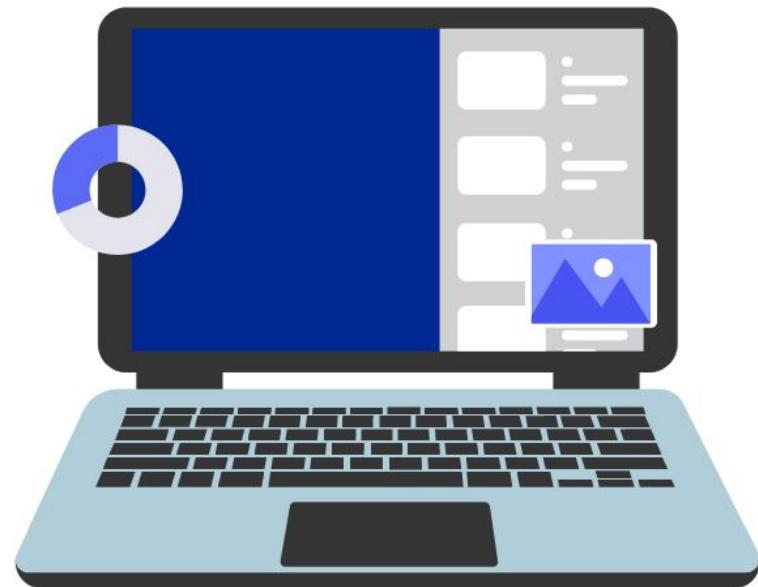
Bill Gates

e-student.org



MPPG

- Mobile-first design
- Personalized
- Participation
- Group-based Learning



The 4Cs

To thrive in this present technological age we can look at activities that encourages:

- Critical thinking like coding
- Creativity & Innovation
- Communication
- Collaboration(Dialogue,enquiry)

[source](#)

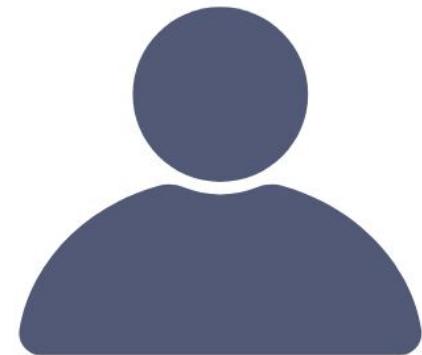


ELEARNING-Quotes

“Employees will continue to gain more positive attitudes towards their work because of the availability of personalized training.”

Ellis and Kuzinia

Corporate eLearning Impact on Employees





Gagne's Nine Events of Instructions



Gain Attention

Engaging activities like ;

Thought-provoking
questions,
animation, stories

Example in a history class you might start with, Do you know Egyptians were the first to go to the moon?

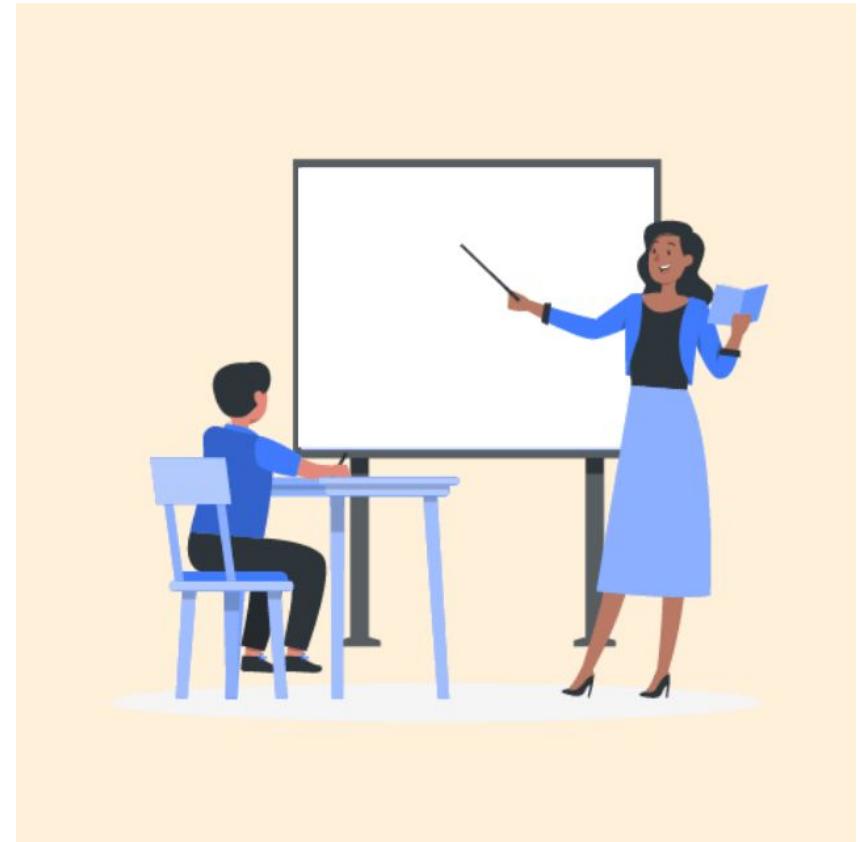


State Objectives

What will students accomplish?

keep it conversational.

By the end of this you'll



Stimulate Recall

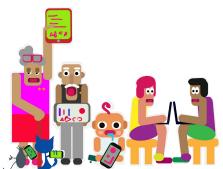
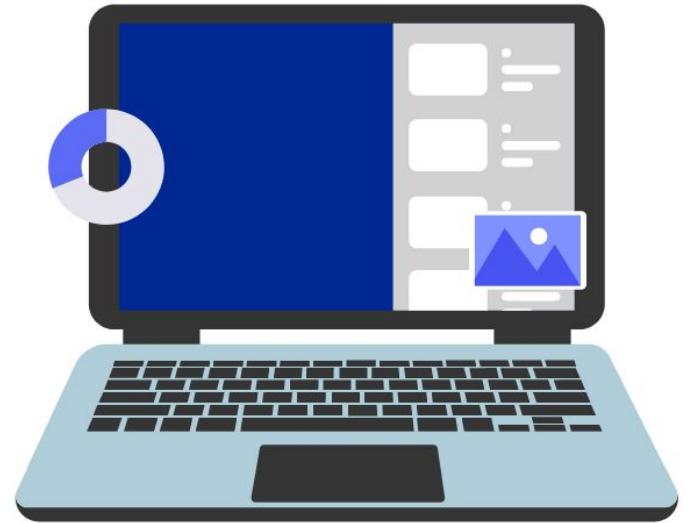
Help learners connect pre-existing knowledge with new information.

Example,in the previous lesson, we learnt about Egyptian papyrus now we will learn about their hieroglyphics.



Present Content

- Chunk your contents
- Make good use of multimedia



Provide Guidance

To help people learn effectively and efficiently we need to consider;

Encourage the use of Mnemonics eg BODMAS

Provide the reasons for setting concepts

Graduate learn experience-simple to complex



Elicit Performance

Encourage practice activities like quizzes,
problem solving activities



Provide Feedback

Let learners know what they did right or wrong

and give them opportunities to retry so they learn

from their mistakes,

Example I stop taking a programming course I

purchased because the instructor never gave me

reasons why I couldn't move to the next level

even though the codes I wrote had no errors.

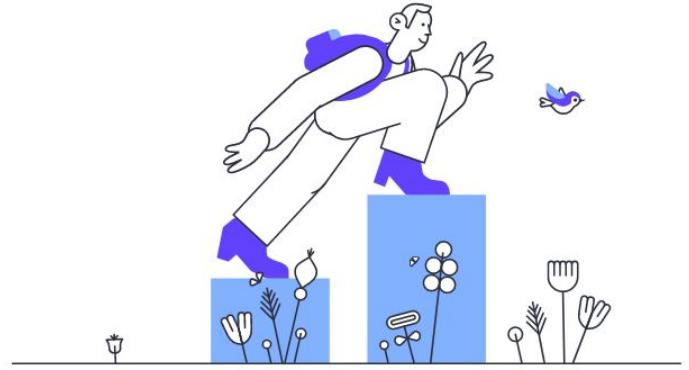


Assess Performance

in order to ensure that your learners actually learnt something;

Question and observation

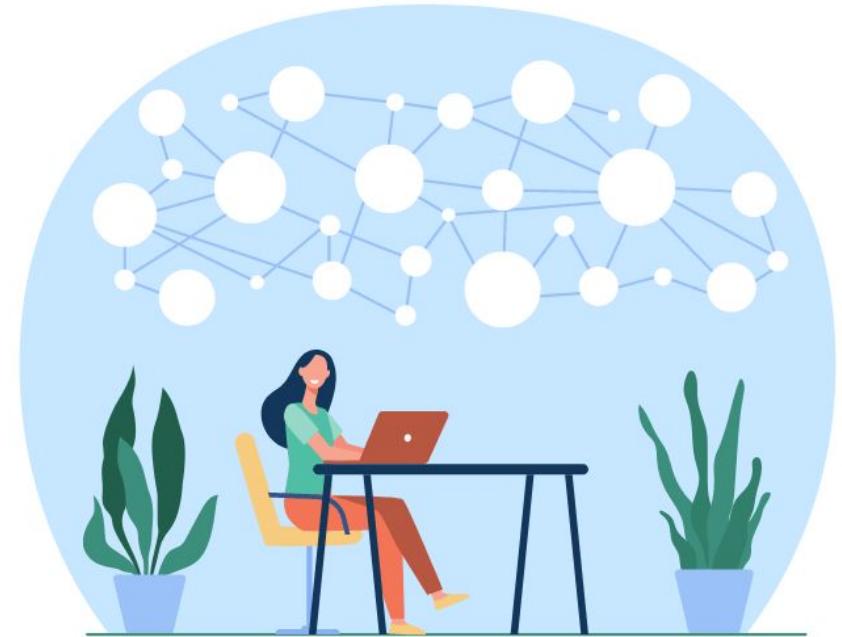
This gives instructors and learners the insights to know what worked and what didn't work so as to improve the learning outcome and instructional goal.



Enhance Transfer

Provide learners the opportunities to transfer what they learnt to real-world situations.

You can use job aids or any approach to help for quick referencing without having to go through an entire course again.





ARCS OF MOTIVATIONAL LEARNING

-JOHN KELLER



ARCS of Motivation-John Keller

To encourage commitment to courses:

- Attention
- Relevance
- Confidence
- Satisfaction



Attention

Gaining attention helps you connect easily and take out all forms of distractions from the learning experience:

- Real world example
- Variety of media & methods
- Contradictions:
 - eg. The earth is a cube
- Humour:
 - eg. My sister's lil daughter thought a phone's charger head is for charging the human head.
- Hands on practice



Relevance

- Inform learners of the future benefits of the course
- New concepts should be easily relatable
-



ELEARNING-Quotes

“The only thing worse than training your employees and having them leave is not training them and having them stay”.

Henry Ford



Confidence

- Practice, practice, practice
- Feedback
- Clear expectations for success
- Freedom of choice
- Graduating activities(easy to complex)

eg1.I stopped learning a desired course when the instructors never gave feedback on my assignments after several trials.

eg2.When in my mind i thought I could paint until I found myself crying when painting the color wheel.



Satisfaction

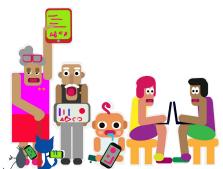
- Real world application of knowledge. eg(yeah, i built this).
- Success should be internal
not external (Not blaming their failures on the lack of rewards).
- Reinforce learning



ELEARNING-Quotes

“If you continue training the same way you’ve always trained, don’t expect to get better results”.

Jim Crapko



Motivation

Learning can be fun or boring but what is learning if it's not fun, engaging such that learners get the best out of their learning activities.

- Extrinsic
- Intrinsic



Intrinsic Motivation

Intrinsic Motivation is a kind a motivation that comes naturally or an innate feeling to accomplish or do something.

This is a good motivation since it is not dependent on external factors to influence learning.



Extrinsic Motivation

Extrinsic motivation is the kind of motivation that is dependent on external rewards to engage learners or influence learning outcomes.

This can be dangerous if not properly planned out because learners would crave for the rewards and not the desired learning goal.



Summary



ELEARNING-Quotes

“Web Accessibility is not only for people with disabilities but for all of us who are thankful that there are no barriers in using our abilities.”

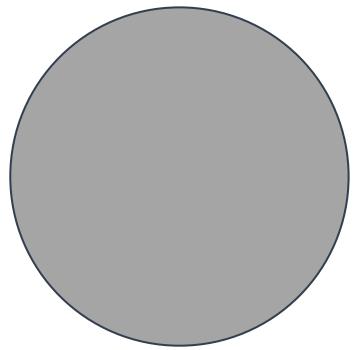
REMBERTO ESPOSA JR., First President of Philippine Web Accessibility Group



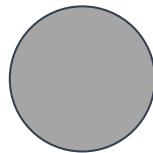
VISUAL DESIGN PRINCIPLES



CONTRAST



Size



Topic
Subtopic

Weight

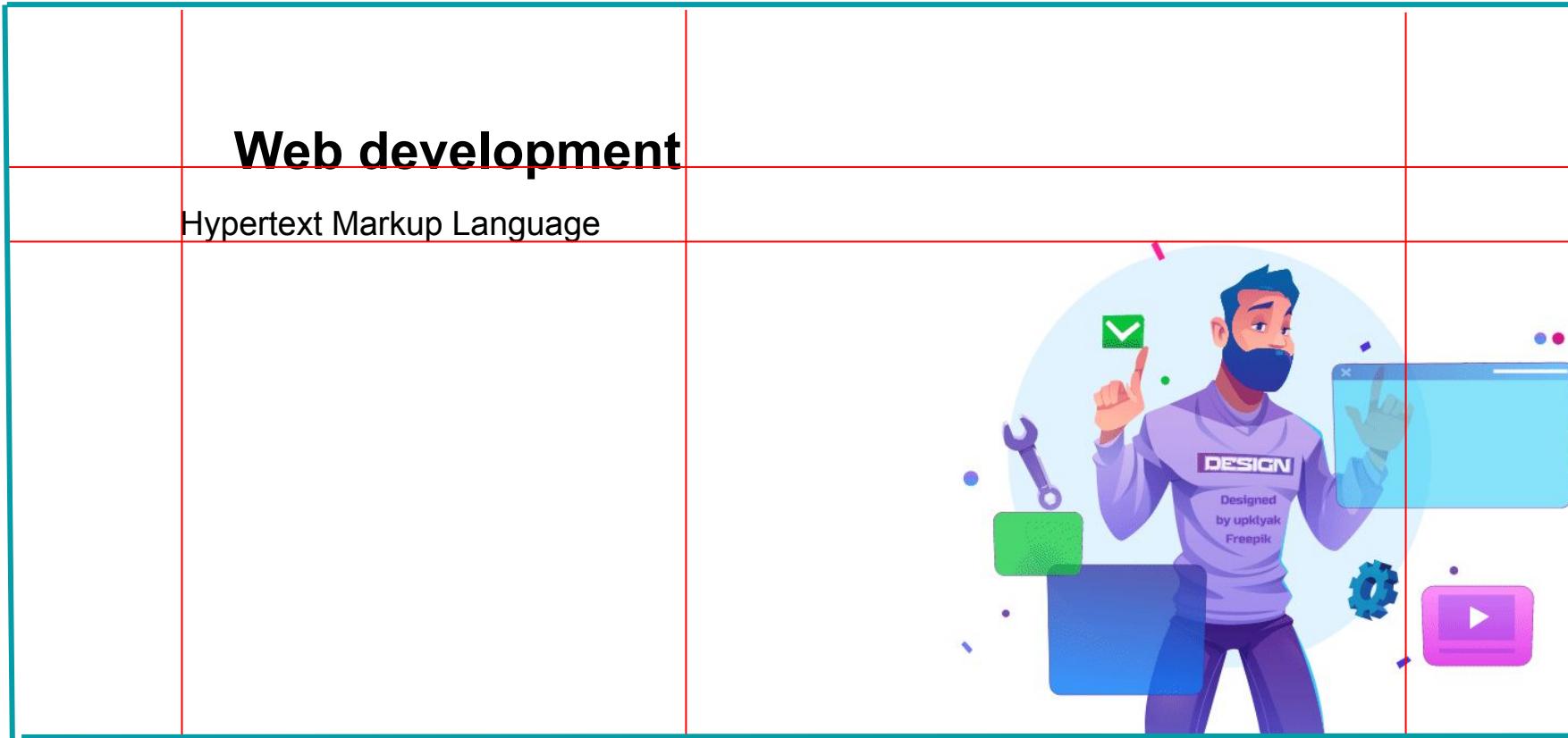
Topic
Topic

Color



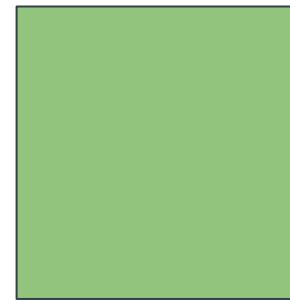
ALIGNMENT

Evenly distribute elements. Correct the diagram below



PROXIMITY

Closely spaced elements are related
compared to distanced elements.



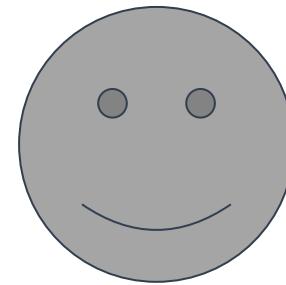
Square

Square



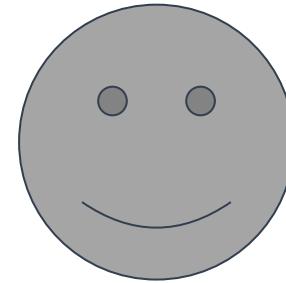
WHITE SPACE

Elements should not be crump together but rather allow for some spacing so they breath.



Elements should not be crump together but rather allow for some spacing so they breath.

More



Elements should not be crump together but rather allow for some spacing so they breath.

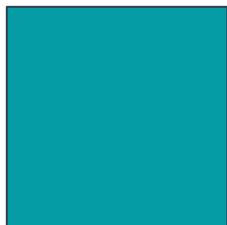


BALANCE

Distribute elements such that they are equally balanced:

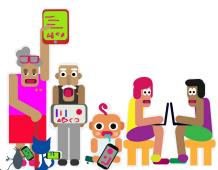
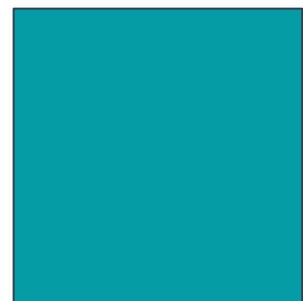
Title

Closely spaced elements are related compared.



Title

Closely spaced elements are related compared.

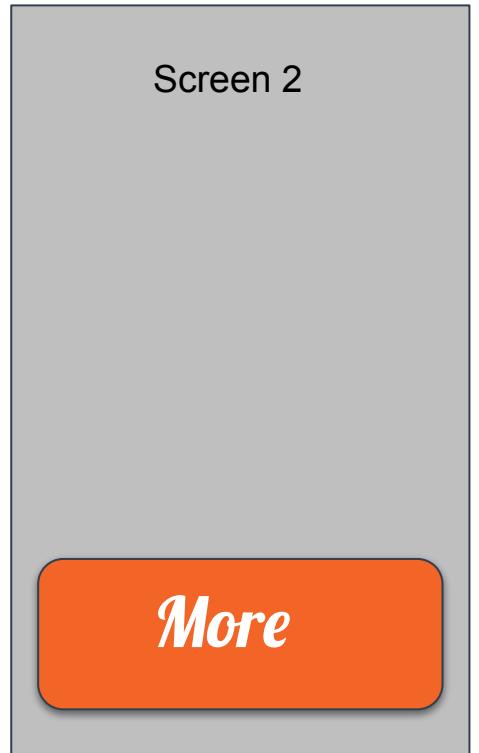
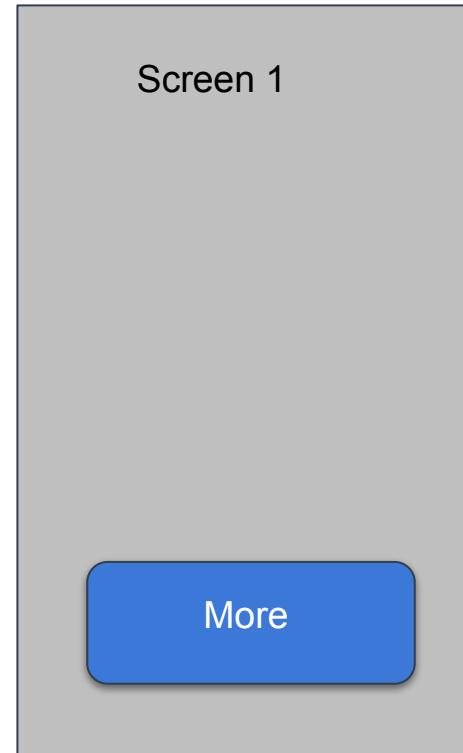


REPETITION

Ensure that the use of elements are consistent through out your work.

Example:

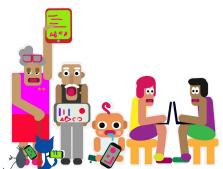
Use same font, size,color



ELEARNING-Quotes

“Web Accessibility is not only for people with disabilities but for all of us who are thankful that there are no barriers in using our abilities.”

REMBERTO ESPOSA JR., First President of Philippine Web Accessibility Group



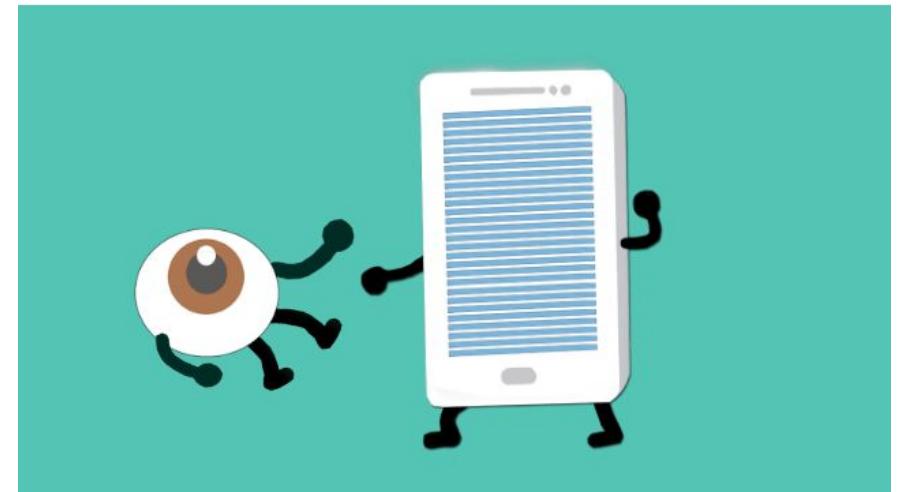
WEB ACCESSIBILITY



Web Accessibility

Web accessibility means that websites, tools, and technologies are designed and developed so that people with disabilities can use them. More specifically, people can:

- Perceivable, operable, understandable and robust
- contribute to the Web



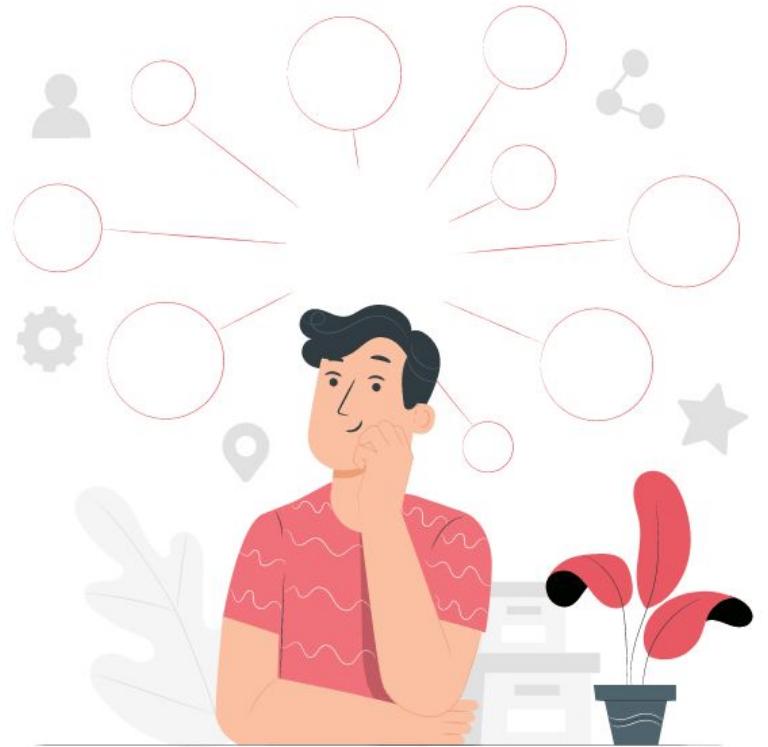
Source:[w3.org](https://www.w3.org)



Factors to Consider

Factors to consider when making your web services accessible:

- Vision
- Motor function
- Hearing
- Language
- Cognitive function
- Digital Access



Vision

Consider these for the visual aspects of your contents:
blindness, low vision, color blindness.

- Contrast
- Readable Font type and size

Calibri
Times New Roman
Verdana

vision

ωισιον
vision

contrast
Contrast

contrast

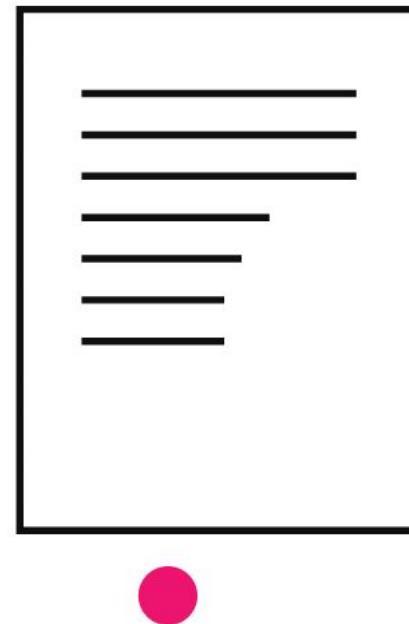
contrast



Hearing

Consider these for the audible aspects of your web contents:

- Captions & Transcript
- Volume
- Visuals and Alt text
- Presence and lips movement
- Screen readers



Motor function

Consider these to help persons with some form of physical injuries, paralysis etc to access your web content:

- Speech to Text and Text to Speech
- Voice recognition



Language

Consider the following to ensure you are web accessible:

- Illustrations and images
- Translation services



Cognitive function

Memory, attention and focus, mathematical comprehension should be considered by:

- Simplicity
- Ease of navigation
- Easy to understand
- Varied formats



ELEARNING-Quotes

“The most difficult limitation to overcome when implementing elearning is resistance. elearning will not be successful in a company culture that is opposed to change.”

Ellis and Kuznia, Corporate eLearning Impact on Employees



Digital Access

Consider the below points in relation to web accessibility:

- Offline capability
- Use universal file types
- Free or affordable
- Hard copies



Web Accessibility Tools and Services

The below tools and services can help with

web accessibility:

- [Userway](#),
- [dyslexic.org](#)
- [Color contrast Analyser](#)
- Accessibility tool; Microsoft Word and
PowerPoint, Google docs



Kirkpatrick's Model of Evaluation

1. Formative Evaluation
2. Summative Evaluation

- Reaction
- Learning
- Behavior
- Results



Reaction

- Overall satisfaction and engagement
- Surveys, interviews, focus groups

How do we design an attractive intervention?

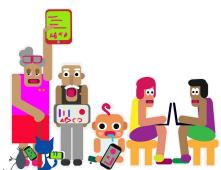
How would you rate the course?
1)good 2)better 3)best



Learning

- Are learners learning new knowledge, skills or attitudes
- Quizzes, test, interview,discussion, observations

What knowledge and skills do learners need?



Behaviour

- Are learners practicing the knowledge acquired
- surveys, observation, work reviews, KPIs

What behaviors do we want to see people do differently?



Results

- Is the intervention translating into desired learning/ business outcomes
- business profits and sales metrics, productivity, job satisfaction.

influencing return on investment

What should the outcome be?
Customer retention



ELEARNING-Quotes

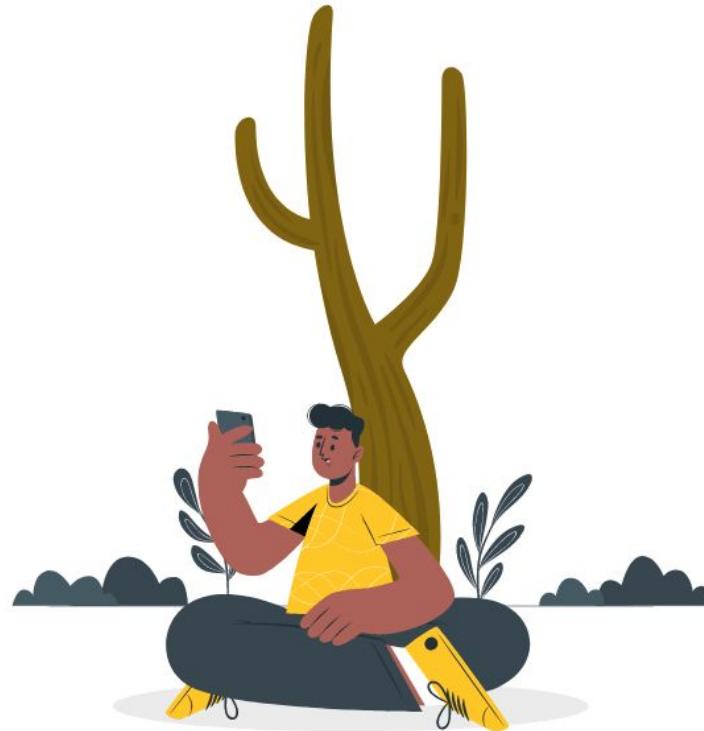
“At the end of the day, i think the more online educators there are,i think the better off the whole world is.”

Anant Agarwal



Useful Links/ Inspiration

- [Website Accessibility-YT](#)
- [Instructional Design](#)
- [Kirk Patrick-Evaluation](#)
- Photoshop
 - Keelworks
 - Gnowbe
- [Background image remover](#)
 - Photopea
 - Remove.bg



Bonus

- quick walkthrough slides
- why udemy/ Ban
- Pricing
- Reviews
- Paypal
- Money
- Advertisement/ Groups/ coupons
- bank / have a TIN / treaties / double taxation
- 2hr free content
- revenue share 60 : 40



LIVE
LIVE

skapezEmpire



THANK YOU

skapezEmpire

