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YOUR LEARNING  
YOUR GROWTH  
OUR EXPERTISE



# eLearning Essentials Programme

Get ahead with our fast track, certified programme.



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OUR EXPERTISE

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**The Knowledge**  
Training and Education



## Introduction to the Programme

We partner with Newcastle University's Centre for Executive and Professional Development to deliver our accredited and internationally recognised eLearning Essentials Programme. This fast-track elearning programme will help you develop the core skills involved in the design, development, assessment and evaluation of effective elearning solutions in a range of services and sectors.

## Who Should Attend?

This programme is ideal for learning professionals and educators who wish to take the first step in the development of their elearning skillset. The programme introduces you to core fundamentals of effective elearning design and development. The programme is open to any person responsible for creating training and education material within their organisation and works well for participants in both public and private sector organisations.



## Outcomes

**Design eLearning** - employ a practical, problem-solving approach to designing pedagogically aligned elearning across diverse levels of learning

**Develop eLearning** - structured hands-on development of real world elearning using proven techniques to engage, stimulate and challenge learners

**Assess eLearning** - learn how to constructively align assessment within your elearning design to produce authentic, realistic assessment experiences

**Evaluate eLearning** - build a well structured evaluation framework to monitor your elearning projects, adapt to the learner's needs and deliver the best practice

## Structure

**Classroom Based Workshops** - these intensive skills based workshops practice comprehensive techniques and methodologies enabling you to confidently design, develop, assess and evaluate pedagogically effective elearning

**Access to On-line Resources** - you will be provided with 'anytime' on-line access to a full range of course materials and learning aids through Harvest's Learning Hub

**Live Virtual Classroom Sessions** - you will engage in a number of on-line virtual classroom sessions, giving you an opportunity to experience the process in action

## Accreditation

eLearning Essentials is recognised by Newcastle University's Centre for Executive and Professional Development. The programme is certified through the CPD accreditation institution in the UK. Upon successful completion of the programme, participants will be awarded a Professional Development Certificate in eLearning

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## Unit 1 - Design eLearning

- ✓ Key educational concepts and their impact on elearning design
  - ✓ Learning needs analysis, learner profiling and learning styles
  - ✓ Design for all - learning preferences & capability, learning approaches delivery methods in an online environment
  - ✓ From passive to active elearning
  - ✓ How to interest, stimulate, challenge and hook your learners
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## Unit 2 - Develop eLearning

- ✓ Optimising learning through complimentary media mix
  - ✓ Script scenario based elearning combining top order skills including analysis, critical thinking, problem solving and decision making
  - ✓ Create engaging, realistic scenarios that underpin active learning approaches online
  - ✓ Developing individual, group and team working skills
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## Unit 3 - Assess eLearning

- ✓ Pedagogic fitness of assessment methods and techniques
  - ✓ The role of feedback in developing successful learning through complimentary media mix
  - ✓ Using blueprints to design and align online assessment to the learning situation
  - ✓ Aligning online assessment to the learning situation
  - ✓ Providing effective online feedback to aid learning through a range of methods
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## Unit 4 - Evaluate eLearning

- ✓ Quantitative and qualitative techniques for measuring the success of elearning
  - ✓ Evaluation criteria to measure the effectiveness of elearning
  - ✓ Implementing an evaluation process for elearning sessions
  - ✓ Critical evaluation of participant feedback for a selected elearning interventions
  - ✓ Using analysis data to improve elearning interventions
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**The Solution**  
Bespoke Learning



**The Insight**  
Coaching and Mentoring



**The Knowledge**  
Training and Education



**The Technology**  
eLearning Consultancy



**The Source**  
Unique Learning Products

## PROGRAMME DETAILS

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- Price: €1,100
- Funding is available through the Trainers' Learning Skillnet
- Discounts offered for group booking
- Tailored in-house options available

## FURTHER DETAILS AND BOOKING

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- Contact John Kilroy, Head of Learning Technology
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