Creativity in eLearning

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Bespoke creative learning solutions for your clients
Let's look at our sizzle reel.
Our creative team
Before we start
Plan your journey

What do we do?
Ask yourself and your client....

- Who are the learners?
- What are the educational outcomes?
- What is the size of the course?
- How much of the source material can be changed/adapted?
- What kind of interactive and multimedia elements would be suit the project?
- Where are our resources best deployed?
While 80% of businesses believe they deliver superior customer service, only 8% of buyers believe they experience superior customer service, and 80% of sales engagements fail to meet buyer expectations.
Blueprint and storyboarding

The depths of creativity
What story are we trying to tell?

How do we want to extend the learner within the program?

What opportunities do we want to give the user after the learning program is complete?

Does each user have the same experience?

How do we provide opportunities to collaborate?

What will the assessment items be? How do we use assessment items to consolidate the learning.

What’s the tone of the course?
How can we make this engaging?
Our Process

**Storyboard & Screen Designs** - Design the product

**Alpha** - Build the project

**Beta** - Test and fix

**Gold** - Deliver the product
Storyboard examples

Prevalence of domestic and family violence

Each culture has its sayings and songs about the importance of home, and the comfort and security to be found there. For too long hidden behind closed doors and avoided in public discourse, for many women, home is a place of pain and frustration and such violence can no longer be denied as part of everyday life for millions of women.

Let’s shine a light on this topic: How many women were killed by their current or former partner between 2000-07?

Answer 50
The equivalent is nearly one woman every week.

Notes:
Screen design

The depths of creativity
Ask Yourself...

- Who are the learners?
- What’s the client’s style?
- How can I make this really engaging and interesting?
- Start with researching the client and their style.
- Researching similar styles to that can also be a great source of inspiration.
- The key is research, research, research.
- Look at art books, design books, look at UI trends.
Screen design examples
Development
Known as the build
Development (Alpha, Beta)

- See what’s possible.
- Use explainer videos.
- Join online communities.
- Use animations but question what they do.
- UI must be simple, responsive, intuitive.
- Make your build unique.
- Be smart with navigation.
Development (Gold)

Use animation wisely - don’t throw it in unexpectedly.

Allow the user to control the audio experience - have that be really visually apparent in the UI.

Development tip - embed rather than insert your audio/visual content as this will increase the size of your SCORM package.

Use videos in splash screens to contextualise your learning - we find this to be most effective method to introduce your course.

Use knowledge checks after videos.
Video and Animation Examples
The future
Let's look at our sizzle reel.
Future of eLearning