



# FUNDAMENTAL BASICS OF ADULT LEARNING

HOW TO CRAFT EFFECTIVE CONTINUING  
EDUCATION COURSES

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# CRAFTING EFFECTIVE E-LEARNING COURSES

## What makes a good course?

Successful e-learning programs rely on a combination of three things: compelling material, a well-researched audience, and an effective system to deliver course content. In designing an adult learning program, it's important to conceptualize the program with a target audience in mind. Interviews, surveys, and focus groups can gather valuable feedback regarding learner needs and desires for any given e-learning course. Understanding learner expectations will enable you to write compelling material for your audience and excel in information retention.



### *“Compelling material, a target audience and an effective system”*

This is the formula under which EthosCE has had such success with. By researching your audience and gathering insightful materials, you have a higher chance of them retaining relevant information in an e-learning course.

# WHAT IS INSTRUCTIONAL DESIGN?

## And how to make it work for you

Integral to the success of any learning management system is the ideology and practice of instructional design. Defined as the systematic process used to design, develop, and deliver reliable education and training programs, instructional design informs every learning management system (LMS) that you have ever used.

### 1. Working in a Template

This option eliminates the need to create an e-learning design from scratch. It is a good choice for those without the resources needed to create an individual e-learning template. This option can reduce development time and may be a good choice for those with no programming how-to.

### 2. Work with a vendor

Vendors that create and implement learning management systems offer the expertise of seasoned instructional designers. Instructional designers work with organizations from conception to completion to create an LMS for the organization's needs.



# THE FRAMEWORK OF INSTRUCTIONAL DESIGN

## Understanding ADDIE

Whether you choose a pre-existing e-learning template or decide to work with a vendor, your e-learning program will follow a specified design system, likely the ADDIE model. ADDIE is an Instructional Systems Design and the basis for most other instructional design models. As a five-part process, the ADDIE model provides outcomes from each step that feed into the following step. The five phases of ADDIE areas follows.

### 1. Analysis

This phase involves identifying instructional goals and objectives. Learning environment and previous knowledge are also established through targeted questions regarding audience, behavioral outcomes, delivery options, and timelines.

### 2. Design

This phase is the creation of learning objectives, assessment instruments, and exercises. It also encompasses lesson planning, media selection, and subject matter analysis in a systematic and specific fashion. Steps included in the design phase are:



- Documenting the strategy for instructional and technical design.
- Applying instructional strategies to meet the proposed outcomes.
- Applying basic principles of graphic design to ensure consistency.
- Storyboarding to ensure that designers are all working from the same template.
- Designing the user interface and user experience to engage the learner.
- Creating a functioning prototype for case studies on effectiveness.

# THE FRAMEWORK OF INSTRUCTIONAL DESIGN

## Understanding ADDIE (continued)

### 3. Development

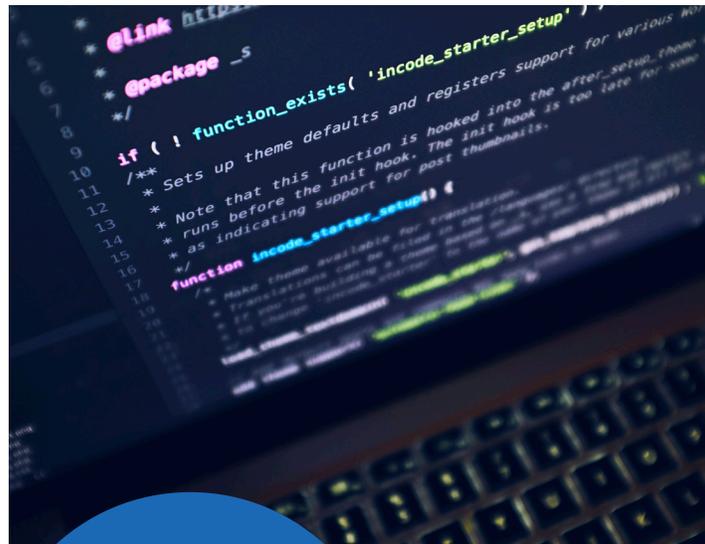
This phase involves building and assembling the contents produced during the design phase. Programmers work to develop and integrate the technologies, while testers perform debugging measures. Finally, the project is reviewed and edited.

### 4. Implementation

This phase is the development of procedures for training program facilitators and learners. While course facilitators are trained on course curriculum, learning outcomes, delivery method, and testing processes, learners will be trained on how to register for activities and use the software.

### 5. Evaluation

This phase requires the formative evaluation active in each stage of the ADDIE model and the summative evaluation from assessment instruments that measure demonstrated outcomes, in addition to user feedback.



**“ADDIE is the model every instructional designer should use”**

ADDIE gives a structured process to creating an effective e-learning course. By following these simple rules, it doesn't matter if you're using an outside vendor or doing it yourself, the course will be an effective tool.



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