



# Learning Experience Design

## Think Beyond Content. Create Learning Experiences.

### Learning Experience Design

What are highly effective learning experiences? What does it take to make learning experiences Meaningful, Memorable and Motivational- the 3Ms? What steps do we take to make it to the fourth M - making it Measurable? Join us for a 3-day exploration of key learning experience design principles; and see how your ideas take shape through a rapid authoring tool.

### How will this course benefit you?

- Transform a content-centric design practice to a learner-centric experience design approach
- Apply the Context, Challenge, Activity and Feedback approach to define interactive learning designs
- Discover effective 3M (Meaningful, Memorable, Motivational) learning experiences
- Build different levels of evaluation into course
- Review good practices for building interactive learning events

### Who should attend?

Professionals who have been using Articulate Storyline, LMS or other digital learning tools for eLearning content development, including training managers, instructional designers, trainers, product managers, and marketing and communication professionals, lecturers / tutors; and wish to deepen their learning design skills to produce more effective learning experiences.

### Our Trainers:



Chai Lee Fung



Low Kit Yee, PhD



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# Training Outline

## DAY 1

### What Makes Effective eLearning

#### Introduction

#### What Makes Good Learning Experiences?

- What's Not Working in eLearning?
- 3M Learning: Meaningful, Memorable, Motivational Experiences and the Seven Magic Keys
- Review Samples

#### Building Blocks of Learning Design

- Instructional Systems Design Models: ADDIE vs SAM
- Action Mapping

#### Practice: Action Mapping

#### Review and Discussion

## DAY 2

### Designing Learning Experiences

#### Develop Learning Objectives

#### Key Instructional Strategies

- Scenario-based eLearning
  - Designing Scenario-based Learning using CCAF Framework
  - Practice: Using the CCAF Content Grid to Design a Scenario-based learning Event

#### Interactive Videos

- Practice: Create an Interactive Video

#### Games and Gamification for Learning

- Case Study: Games / Gamification

#### Review and Discussion

## DAY 3

### Making It the Fourth M - Measurable

#### Evaluation Frameworks

- Kirkpatrick's Levels of Evaluation

#### Measuring Levels I and II

- Using Question and Feedback

- Practice: Develop a Likert Scale Questionnaire

#### eLearning Standards

- SCORM and Experience API

#### Wrap-Up and Evaluation

## Activities and Experiences



Hands-on  
Learning  
Activities

Work in  
Small Groups

Practitioner  
with  
Experiences

Expand  
Professional  
Connections

Continuous  
Professional  
Development

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# Trainer's Profile

## Trainer's Profile



**Chai Lee Fung** has over 20 years of professional experience as a digital learning experience designer and digital product developer for a range of industries across training and education; digital news and media publishing. In the recent years, Chai has been Head of Product Development at Pearson Education; consulted with clients to design a social learning platform; develop learning design strategies for a client to help win a major Technology-enabled Learning project in Singapore; and consulted with a top university in Singapore to measure the impact of their social learning platform.

Chai has written several online courses and was an associate lecturer for SIM University (now Singapore University of Social Sciences) and for 5 years, she lectured on the subject of Multimedia Project Management.

Chai was a speaker for LearnTech Asia 2016 where she also led a learning workshop. In 2017, she chaired two learning sessions for Learning Technologies Asia conference held in Singapore. As a digital learning experience designer, Chai is passionate about helping people make the transformation from content to experience design.

## Trainer's Profile



**Low Kit Yee, PhD** has more than 5 years of experience in the Higher Education industry. She is currently the Instructional Designer at Universal IT Solutions. In this role, she creates and contributes to the creation of instructional materials with the goal of enhancing skills, knowledge and attitudes that can be measured. Prior to her current position, she was the Senior Executive of Academic Quality at Sunway College where she handles the academic development aspects of Pre-University Programmes. Her past experiences include new technologies and innovation in Medicinal Chemistry and Metabolic Syndrome; teaching and learning technologies and practices in Higher Education industry. She has a PhD in Medicinal Chemistry and a background in Teaching and Learning. Her interests include developing teaching and learning objects and experimenting with new applications for eLearning.

## About ACP Computer:

ACP is a well-established company which was incorporated way back in 1997 as an Information Communications & Technology (ICT) Service Provider. We are now experiencing an exciting period of growth and expansion. As we march into our 21st year as a company, we have gone from strength to strength from focusing on only classroom based ICT training to providing a one stop Education Technology solution, Bring You to Training and Bringing Training to You.

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