

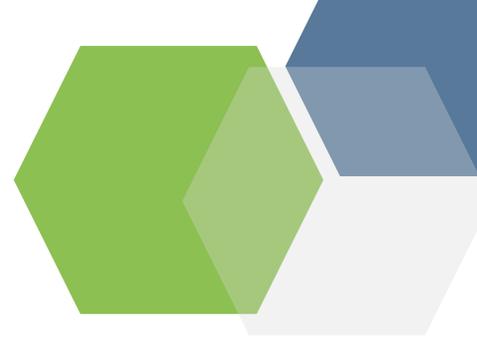
# eLEARNING

CUSTOM CONTENT DEVELOPMENT



 **XpertLearning**

# TEAM



**XpertLearning** specialises in creating customised eLearning content to meet specific training/ learning needs of our customers. At XpertLearning, there is an experienced team of professionals who analyse scope, design and develop custom content.

We believe that custom content design can only be handled by skilled instructional designers who understand the nitty gritty of online Learning and can gauge how an instructor's role can be filled when designing online courses. Many classroom factors that instructors instinctively compensate for have to be anticipated and designed into good eLearning courses.





# TECHNOLOGY

The other key design element of online learning is interactivity. Designing good interactivity elements require careful planning to ensure that the interaction is relevant to the subject, engaging and effective for the learner, and available for all learners given the assumptions made about their computer's capabilities, Internet access, computer knowledge, etc.

This is why the instructional design team is supported by a creative team of media designers and programmers who work together to create appealing intuitive interactivities using visual and audio elements.



# SOLUTIONS



# LEVEL 1

Level 1 development is the lowest (baseline) level for custom courseware development. It is normally a knowledge or familiarisation course, provided in a linear format - screen-by-screen, single path presentation one idea after another.

Level 1 is primarily used for introducing an idea or concept. The user has little or no control over the sequence and events of the lesson. Minimal interactivity is provided by selective screen icons that are inserted into the lesson. Level 1 content is suitable for application in situations where Facts and Concepts need to be taught. In other words, Level 1 is most apt for knowledge based courses that are aimed at only updating or informing learners.



## KNOWLEDGE TRANSFER

### FEATURES

CONTENT COMPLEXITY : ★★★★★

ABSORPTION RATE : ★★★★★

RETENTION RATE : ★★★★★

ENGAGEMENT LEVEL : ★★★★★

ASSESSMENT DIFFICULTY : ★★★★★

DEVELOPMENT TIME : ★★★★★

DEVELOPMENT BUDGET : ★★★★★

UI CUSTOMIZATION : ★★★★★

VOICEOVER : Optional at cost.

# LEVEL 2

Level 2 development involves the recall of much more comprehensive content than a Level 1 course and allows the learner more control over the course. Typically, Level 2 is used for non-complex operations and maintenance lessons.

The course uses simple scenarios as analogies and basic animations. It may include simple to standard developed graphics (termed as line drawings), clip art, photographs, customer provided video, and customised audio clips. The learners experience the content in a conditional, screen-by-screen presentation.

## FEATURES

CONTENT COMPLEXITY : ★★☆☆☆

ABSORPTION RATE : ★★★★★

RETENTION RATE : ★★★★★

ENGAGEMENT LEVEL : ★★★★★

ASSESSMENT DIFFICULTY : ★★★★★

DEVELOPMENT TIME : ★★★★★

DEVELOPMENT BUDGET : ★★★★★

UI CUSTOMIZATION : ★★★★★

VOICE-OVER : One Voice over

## BONUS FEATURES

LEVEL 2 courses can feature a static character who guides the user through the course. This level also includes scenario based screen treatments using static image animations.



**COMPREHENSION**

# LEVEL 3

Level 3 involves the recall of more complex information (compared to Levels 1 and 2) and allows the user an increased level of control over the lesson scenario through branching.

Graphics and audio, or a combination of both is presented extensively to the learner. The lesson scenario typically is complex and learners may be required to alternate between multiple screens to keep pace with the lesson material. Simulations are an integral part of this presentation. This may also include complex developed graphics, photographs, and clip art. The learners experience the content through an individually chosen path.

## FEATURES

CONTENT COMPLEXITY : ★★★★★

ABSORPTION RATE : ★★★★★

RETENTION RATE : ★★★★★

ENGAGEMENT LEVEL : ★★★★★

ASSESSMENT DIFFICULTY : ★★★★★

DEVELOPMENT TIME : ★★★★★

DEVELOPMENT BUDGET : ★★★★★

UI CUSTOMIZATION : ★★★★★

VOICE-OVER : Can have one or more voiceover



## APPLICATION & ANALYSIS

## BONUS FEATURES

LEVEL 3 courses can feature more than one animated character who can guide the user through the course. This level also includes complex scenario-based screen treatments and quizzes to encourage knowledge retention in a fun customized environment.



# LEVEL S

## SOFTWARE APPLICATION SIMULATIONS

Application Simulation walks the user through the features & functionalities of the given software application. To train the learners on a given application, instructional designers adopt a strategy called Teach-Try-Test.

Based on this strategy, application training aims to teach the learners through simulation-movies, prompting them to practice through guided instructions and testing them in the end to validate their understanding.

### FEATURES

CONTENT COMPLEXITY : ★★★★★

ABSORPTION RATE : ★★★★★

RETENTION RATE : ★★★★★

ENGAGEMENT LEVEL : ★★★★★

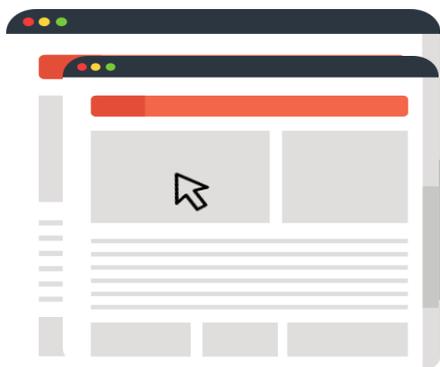
ASSESSMENT DIFFICULTY : ★★★★★

DEVELOPMENT TIME : ★★★★★

DEVELOPMENT BUDGET : ★★★★★

UI CUSTOMIZATION : ★★★★★

VOICE-OVER : One Voiceover



### BONUS FEATURES

LEVEL S courses can feature three types of walkthroughs for a complex software simulation: The Show Me mode, Guide Me mode and the Test Me mode. We can tailor the walkthrough combinations based on the requirements stated.

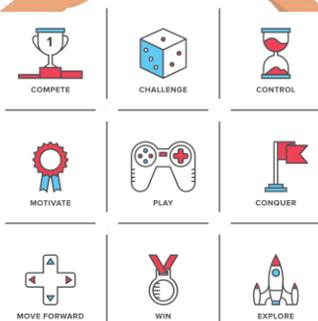
# LEVEL X

## EXPLAINER VIDEOS & GAMIFICATION

Explainer Videos are all about communicating complex content using the latest styles in 2D / 3D animation. This level of content development features high level frame by frame animation techniques to drive consumer absorption and retention in a short span of time.

Gamification is the concept of applying game-design thinking to non-game applications to make them more fun and engaging. It is measureable and has an objective for the learner. It reinforces previous learned behavior or facts.

Gamification in eLearning development provides an effective informal learning environment that helps learners practice real-life situations and challenges in a self-paced learning mode. It is especially effective when it is used to encourage learners to progress through content, motivate action, influence behavior and drive innovation.



## FEATURES

CONTENT COMPLEXITY : ★★★★★

ABSORPTION RATE : ★★★★★

RETENTION RATE : ★★★★★★

ENGAGEMENT LEVEL : ★★★★★

ASSESSMENT DIFFICULTY : ★★★★★

DEVELOPMENT TIME : ★★★★★

DEVELOPMENT BUDGET : ★★★★★

UI CUSTOMIZATION : ★★★★★

VOICE-OVER : Can have one or more voiceover

