

## E-Learning Design

- ❖ Speaker
  - Duy Hai Nguyen, HUE Online Lecture

# Design

---

- ❖ Educational Design
- ❖ Navigation Design

- ❖ Some Important Considerations:
  1. Authentic learning environment: For effective learning
  2. Study planner: To provide a clear outline of study topics & tasks
  3. Learning Objectives and Outcomes
  4. Learner Assessment Types
  5. Learner Experience Scenarios
  6. Useful Learning Tools
  7. Useful Learning Resources – Reference Materials

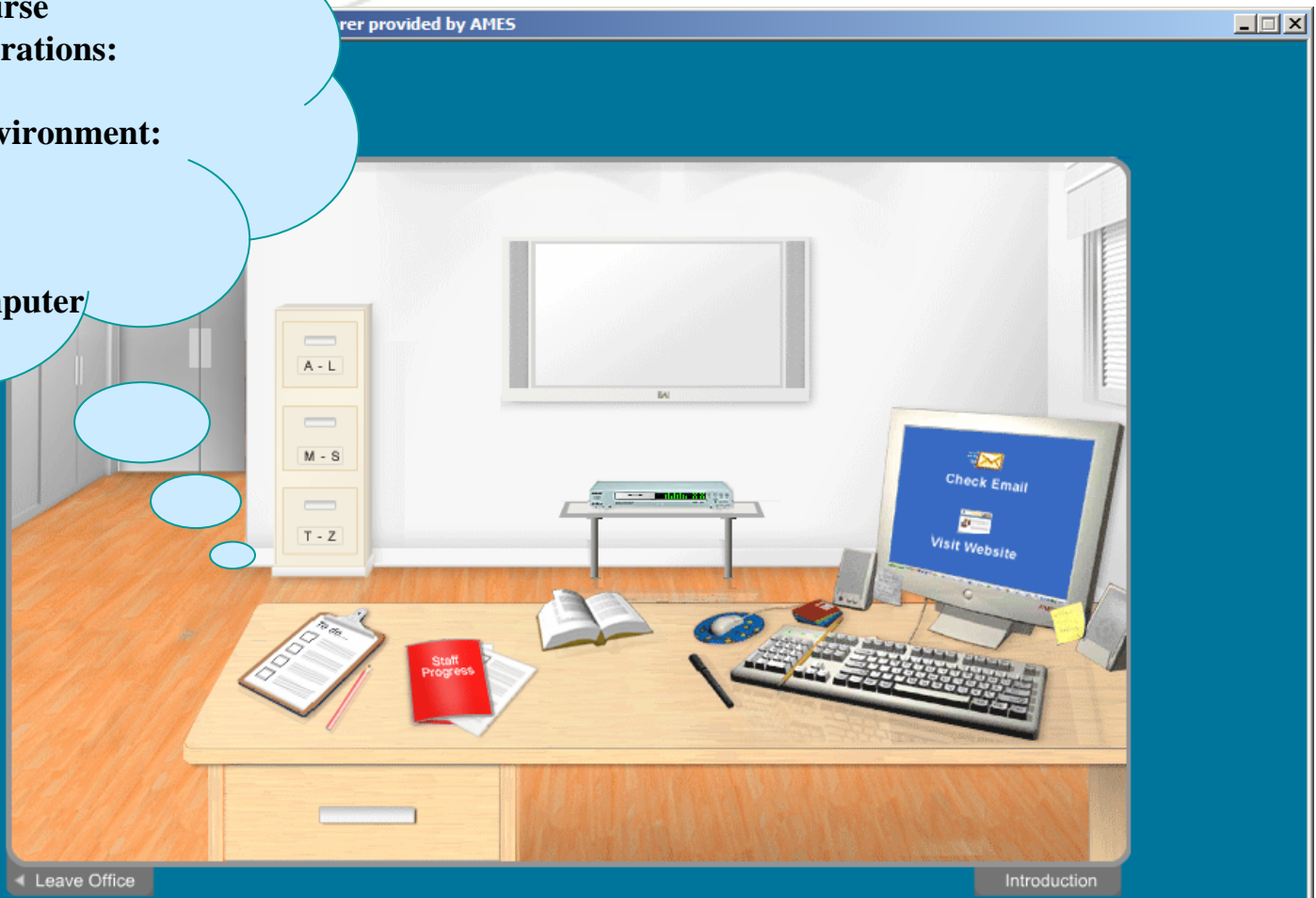
# Design Authentic Learning Environment

## Business Course

### – Design Considerations:

#### Real-life business environment:

- Office
- Desk
- Cabinet
- Desktop computer



# Design a Study Planner

**Reasons:**  
To group and list all learning activities or tasks for clear presentation of study topics

Your Tasks - Microsoft Internet Explorer provided by AMES

Your Office   Your Progress   Your Inbox   Your Tasks

Your Tasks

Task Planner

**Task Planner**

Week	Tasks	Time Required
1	Fill in an Internet form	3 Hours
1	Send an email and fax	3 Hours
1	Write a business memo	3 Hours
2	Write a business letter	3 Hours
2	Take a message	3 Hours
3	Organise a meeting	3 Hours
3	Take meeting minutes	3 Hours
4	Write a quote	3 Hours
4	Prepare a presentation	3 Hours
4	Draft a contract of sale	3 Hours

Completed:



# Design Learning Objectives and Outcomes

Task	Learning Objectives	Learning Outcomes
Read advertisement	The learner will be able to: <ul style="list-style-type: none"> <li>•Read and understand advertised job related information</li> <li>•Greet strangers</li> <li>•Understand job application requirements</li> </ul>	The learner is able to read and understand advertised job related information including application requirements.
Prepare application	The learner will be able to: <ul style="list-style-type: none"> <li>•Follow instructions to apply for a job</li> <li>•Understand and describe a company and its activities</li> <li>•Understand the purpose of a resume and the way in which one type of resume is constructed</li> <li>•Write a basic covering letter with some personal details expressing interest in a job</li> </ul>	The learner is able to develop a basic covering letter and resume.
Prepare for interview	The learner will be able to: <ul style="list-style-type: none"> <li>•Take down notes from a telephone message and understand instructions related to attending an interview</li> <li>•Understand and explain the content of basic graphical material</li> <li>•Write a basic email asking for permission</li> </ul>	The learner is able to prepare for an interview.
Attend interview	The learner will be able to: <ul style="list-style-type: none"> <li>•Understand a short talk about a company</li> <li>•Understand discussion about different types of work</li> <li>•Introduce self and hold a short conversation</li> <li>•Answer questions about work related issues at an interview</li> </ul>	The learner is able to ask and answer questions in the context of a job interview.

## Design Learning Assessment Types

---

- ❖ Corrective Feedback
- ❖ Personalised Feedback
- ❖ Model Answer
- ❖ Rich (explanatory) Feedback

## Corrective Feedback

<p><b>W E B F U R N</b></p> <hr/> <p>4 Ruby Street North Melbourne VIC 3051 Australia                  PO Box 300 North Melbourne VIC 3052                  Telephone: (03) 9935 7654 Fax: (03) 9936 7651                  Email: info@webfurn.com.au</p>	✓
10 January 20XX	✓
Aquiline Fabrics Unit 56, Parade Arcade Britannia Street Kowloon HONG KONG	✓
Dear Sir/Madam	✓
Please send us information about the styles and prices of your fabrics to the above address. Also let us know if we are eligible for any discounts for bulk purchasing.	✗
Looking forward to hearing from you soon and possibly doing business together.	✗
Yours faithfully	✗
Director Finance and Sales	✗
<b><i>Leanne Wong</i></b>	✓
I am writing to inquire about the design and quality of your fabrics that you are currently manufacturing. Our company produces office chairs and we are always interested in new styles of fabric.	✗
Leanne Wong	✗



## Model Answer

### Your Answers



## Important NOTES

Date of interview

27/4/05

Time of interview

4.05pm

To complete before the interview

To bring to the interview

Number in group interview

What is happening in the afternoon

Who do you phone to confirm attendance

### Correct Answers



## Important NOTES

Date of interview

27 June

Time of interview

10 am

To complete before the interview

Pre interview task

To bring to the interview

Pre interview task

Number in group interview

Six

What is happening in the afternoon

Individual panel interviews

Who do you phone to confirm attendance

Kim Jones

## Rich Feedback

### Answers

Question	Your Answer	Feedback
Q1. Rosebud Resort is committed to developing its staff.	Right	✓ Well done. 'As part of its commitment to developing high quality staff Rosebud Resort is now recruiting for its Management Training Programme.'
Q2. Rosebud Resort wants to employ new administrative staff.	Wrong	✗ The advertisement is for management staff and contains no information about administrative staff. Rosebud Resort may or may not need administrative staff. We do not know from the text.
Q3. By undertaking this programme you could learn only a little bit about management.	Doesn't Say	✗ The second paragraph gives us information on how much those joining the programme can expect to learn.

## Personalised Teacher Feedback

---

- ❖ Example:
  - Lyn, well done. You have shown a great improvement in your writing skills. You have presented your ideas very clearly. Keep up the good work.

## Design Learning Experience Scenarios

---

- ❖ Task Oriented
  - Enables learning by getting students to complete a task which can involve one of the following e.g.:
    - Fill in the blanks
    - Multiple choice selection
    - Letter or report writing
    - Drag and Drop
  
- ❖ Resource Oriented
  - Enables learning by getting students to analyse resources – reference materials e.g.:
    - Business Letters
    - Memos

## Design Useful Tools to Support a Task

---

- ❖ Fill in the blanks
- ❖ Multiple choice selection
- ❖ Letter or report writing
- ❖ Drag & drop

## Design Tools - Fill in the Blanks

Aquiline Fabrics

Unit 56, Parade Arcade  
Britannia Street  
Kowloon  
Hong Kong

17 January, 20XX

Leanne Wong  
Director Finance and Sales  
WebFurn  
4 Ruby Street  
North Melbourne VIC 3051  
AUSTRALIA

Dear Leanne

Thanks for your interest in our furniture. We have recently purchased a huge range of popular fabrics in new designs and colours which are very exciting. The 'Idiosa' range has been particularly \_\_\_\_\_ for office \_\_\_\_\_.

I \_\_\_\_\_ attached a catalogue of our fabric styles with this \_\_\_\_\_ for you to look \_\_\_\_\_. The prices are \_\_\_\_\_ in the catalogue. We do \_\_\_\_\_ a 15% discount on bulk purchases \_\_\_\_\_ over 100 meters for each fabric.

You \_\_\_\_\_ contact me if \_\_\_\_\_ need any more information \_\_\_\_\_ if you would like to place an order. I look \_\_\_\_\_ to hearing from you \_\_\_\_\_.

Yours \_\_\_\_\_

*A. Queran*

Angie Queran  
Sales Manager

Retry

Done

Submit >>

## Design Tools - Multiple Choice Selection

### Questions

1 2 3 4 5 6 7 8 9

**Q1** Rosebud Resort is committed to developing its staff.

- Right
- Wrong
- Doesn't Say

**Q2** Rosebud Resort wants to employ new administrative staff.

- Right
- Wrong
- Doesn't Say

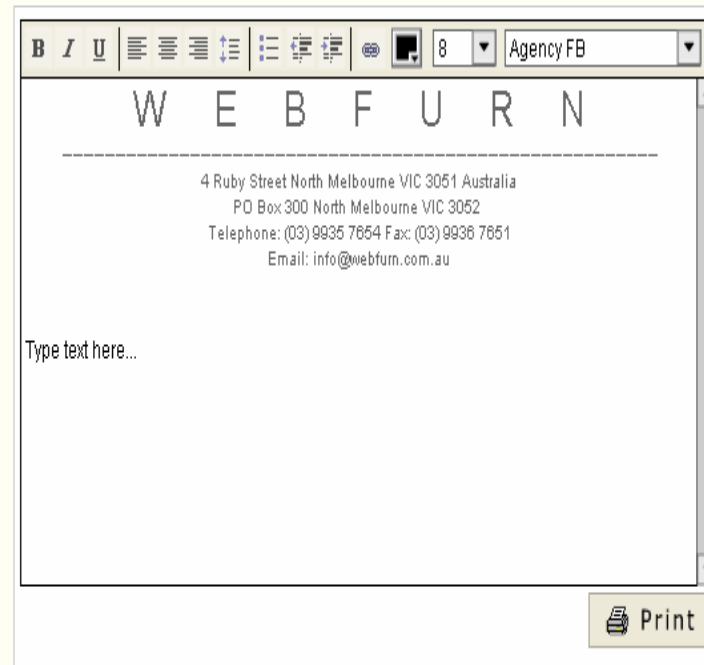
**Q3** By undertaking this programme you could learn only a little bit about management.

- Right
- Wrong
- Doesn't Say

## Design Tools - Letter or Report Writing

Write a business letter regarding fabric as Leanne Wong explained in your inbox

Write your letter in the space below. You can use the buttons on the toolbar above your letter to format it. Once you have finished your letter click the SUBMIT button, followed by SEND TO TEACHER.



The screenshot shows a web-based letter writing tool. At the top is a toolbar with various text formatting options: Bold (B), Italic (I), Underline (U), bulleted list, numbered list, decrease indent, increase indent, link, and unlink. To the right of the toolbar are a font size dropdown set to '8' and a font family dropdown set to 'Agency FB'. The main text area contains the word 'WEBFURN' in a large, spaced-out font. Below it is a dashed line, followed by the address: '4 Ruby Street North Melbourne VIC 3051 Australia', 'PO Box 300 North Melbourne VIC 3052', 'Telephone: (03) 9935 7654 Fax: (03) 9938 7651', and 'Email: info@webfurn.com.au'. Below the address is a large text input field with the placeholder text 'Type text here...'. At the bottom right of the text area is a 'Print' button with a printer icon.

Clear all

Submit >>

Send to Teacher



## Design Tools – Drag and Drop


<b>W E B F U R N</b>	✓
----- 4 Ruby Street North Melbourne VIC 3051 Australia PO Box 300 North Melbourne VIC 3052 Telephone: (03) 9935 7654 Fax: (03) 9936 7651 Email: info@webfurn.com.au	
10 January 20XX	✓
Aquiline Fabrics Unit 56, Parade Arcade Britannia Street Kowloon HONG KONG	✓
Dear Sir/Madam	✓
Please send us information about the styles and prices of your fabrics to the above address. Also let us know if we are eligible for any discounts for bulk purchasing.	✗
Looking forward to hearing from you soon and possibly doing business together.	✗
Yours faithfully	✗
Director Finance and Sales	✗
<b><i>Leanne Wong</i></b>	✓
I am writing to inquire about the design and quality of your fabrics that you are currently manufacturing. Our company produces office chairs and we are always interested in new styles of fabric.	✗
Leanne Wong	✗

# Design Useful Resources – Reference Materials

## LOOKING AT LANGUAGE

### Write a business letter

Business letters are formal pieces of written communication used for business purposes. The tone of a business letter is formal and it's important to use the correct business letter format and layout. It's also important to write in a clear, concise and courteous style and to use correct spelling and grammar. A letter with mistakes often creates a negative impression and is bad for business!

Eleven essential pieces of information		Example
1.	<p><b>Letterhead:</b></p> <p>The letterhead section shows the company logo, the name of the company, street address and suburb, state, postcode and country. The postal address may also be shown.</p> <p>Pre-printed letterhead paper may be used or a letter template with the company logo.</p> <p>The template that can be used with a word processing program if the letter is to be sent electronically.</p>	 <p>4 Ruby Street North Melbourne, VIC, 3081 AUSTRALIA</p>
2.	<p><b>Date:</b></p> <p>The date the letter was written presented as day, month and year.</p>	14 February 2008
3.	<p><b>Recipient:</b></p> <p>The name and address of the recipient (also known as the inside address).</p> <p>Set out the full name on the first line; the company's name on the second line; the number and street name on the third line; suburb, state and postcode on the fourth line and country on the last line.</p>	Ms Jenny Ng Austin Importers 25 Orchid Road Singapore
4.	<p><b>Salutation:</b></p> <p>If you don't know the recipient's name, use Dear Sir/Madam.</p> <p>Use Dear Mr ..... or Dear Ms ... when you know who you are writing to, and have a formal relationship with them.</p> <p>If the recipient is a woman then it is customary to use Ms rather than Mrs or Miss, unless they use Mrs or Miss to describe themselves.</p>	Dear Ms Ng
5.	<p><b>Introductory paragraph:</b></p> <p>The main reason or purpose for writing the letter needs to be stated clearly. Brief, concise sentences should be used.</p>	Congratulations on your appointment to the position of Singapore sales agent for our company WebPurn.

## LOOKING AT LANGUAGE

6.	<p><b>Body paragraphs:</b></p> <p>The details of the letter should have a logical structure.</p> <p>A new paragraph should be used for each new point that is being made.</p> <p>Concise topic sentences are very important.</p>	<p>We are a web-based furniture company with offices in Australia and China. Your duties as sales agent include:</p> <ul style="list-style-type: none"> <li>advising management of merchandising concepts and guidelines appropriate to the Singaporean and South East Asian marketplace;</li> <li>maintaining the inventory of sales and customer database;</li> <li>providing monthly, quarterly and yearly sales figures and forecast sales predictions to head office;</li> <li>coordinating and participating in sales promotion activities;</li> <li>dealing with documentation relating to the importing and exporting of merchandise for customers and returns-to-vendor;</li> <li>providing outstanding service to our customers</li> </ul> <p>Please make sure you contact Wendy Vase on 61 (03) 8636 7654 for your log on details to the company's Intranet so you can familiarise yourself with our company and read through our company policies.</p>
7.	<p><b>Concluding paragraph:</b></p> <p>Also known as closure. May also include follow-up action.</p>	We look forward to a great working relationship in the future.
8.	<p><b>Closing salutation or close:</b></p> <p>Use 'Yours sincerely' when you know the name of the person you are writing to. Use 'Yours faithfully' when you don't know their name.</p>	Yours sincerely
9.	<b>Writer's signature</b>	<i>Michael Smith</i>
10.	<b>Writer's name in full.</b>	Michael Smith
11.	<b>Writer's title or position in the company.</b>	General Manager

## Navigation Design

---

- ❖ Importance:
  - Good navigation structure helps learners to find their way easily in the course

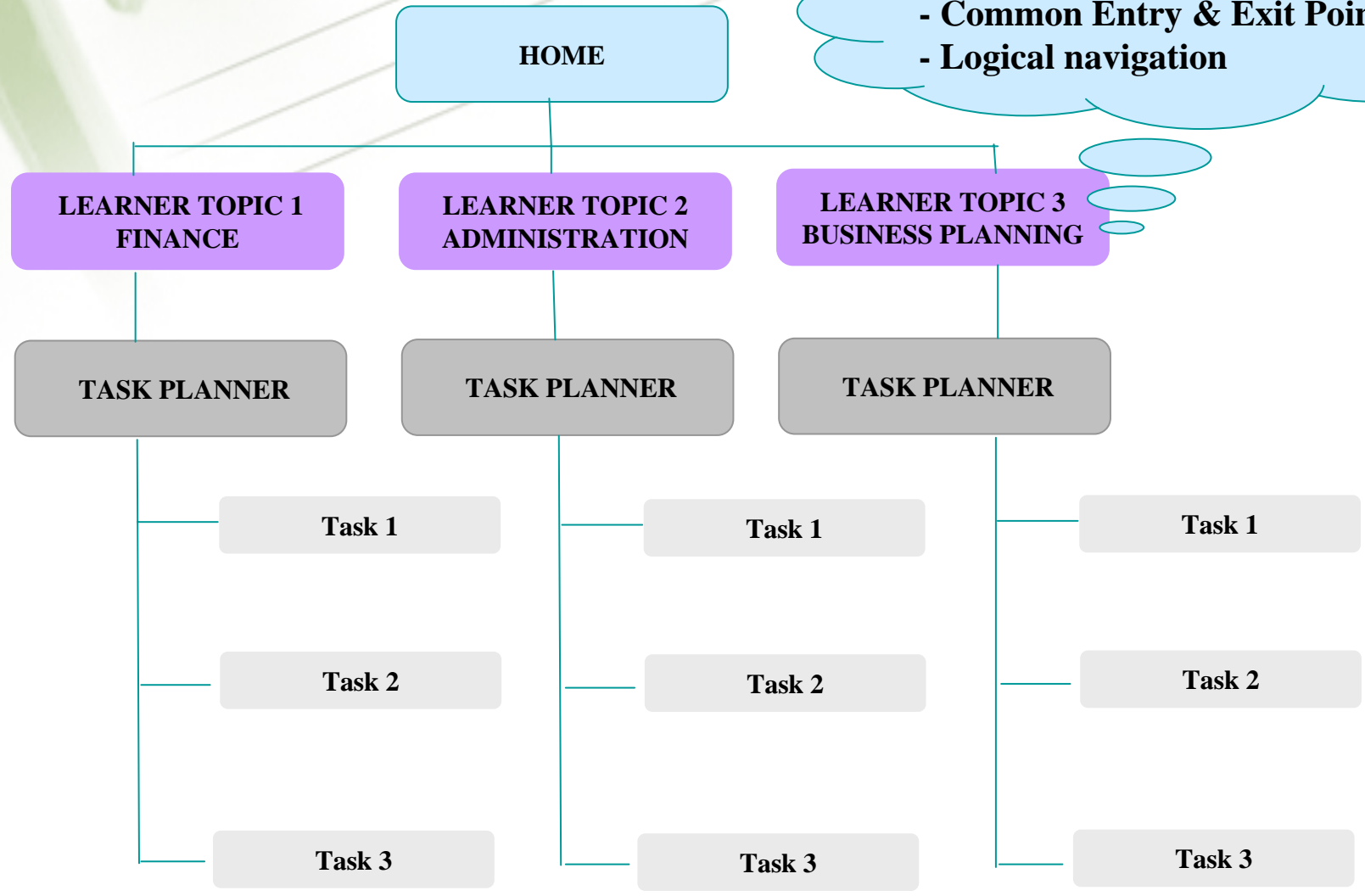
## Planning Your Course Navigation

---

- ❖ Use a site map to visualise course navigation structure
  - Considerations:
    - Consistent entry and exit points
    - Logical navigation

# Navigation Planning: Use of A Site-map

- Consistent Layout
- Common Entry & Exit Points
- Logical navigation



## Main Navigation Menu

---

- ❖ Across all pages
  - Should be consistent - fixed location:
    - Left-hand side of the page OR
    - At the top of the page

# Product Review Checklist

---

- ❖ Can be used as a review guide in the development of your online courses

# Product Review Checklist - Content

---

- ❖ Applicability (Relevance -Requirements, learning outcomes)
- ❖ Readability of text (Font selection, heading structure, alignment)
- ❖ Comprehension (Brevity, Language, Audio, Meanings, Headings)
- ❖ Visibility (Color, Contrast)
- ❖ Animation Graphics
- ❖ Visualisation (Structure)
- ❖ Forms
- ❖ Navigation (Structure, links)
- ❖ Interaction (Structure, Activities, Communication, Error Correction)
- ❖ Education (Design, Feedback)
- ❖ Content (Relevance)