Instructional Design Programmes

Flexible training options to help you create effective, engaging learning

Custom In-house Programmes

Scheduled Public Courses

Self-study Distance Learning

pacificblue

Introducing Our Instructional Design Programmes

Effective training design - critical to organisational success

In uncertain economic times, an organisation needs its employees at the top of their game. More than ever, effective, quality training is critical to both personal and organisational success.

If you want your courses and learning materials to:

• really engage your learners
• quickly introduce new skills, and
• decisively improve organisational performance

you need reliable instructional design principles and a focused, results-driven approach.

Three types of instructional design programme

Whether you want instructional design training for yourself, a small group or a larger team of people, we have three delivery options to suit your circumstances and budget:

Custom In-house Programmes

Scheduled Public Courses

Self-study Distance Learning

Why do our programmes and courses stand out from the crowd?

When you take our carefully-crafted instructional design training, this is what you'll get:

The latest in best practice
Get the most up-to-date thinking and best practices, developed and honed by top instructional design and course development experts from around the world.

The benefit of others' hard work
There are lots of clever people out there continually doing research into how we learn. We think you should benefit from their hard work, so you get the cream of their results and findings in our programme.

Their research doesn't solve every instructional problem you might face, but it does provide you with the basis for practical design principles. Principles you can easily apply to your work.

Help after the course
Because we pay attention to research, we know this for sure: you'll forget about 80% of what you learn after 3-4 weeks of the course finishing - **unless** there is reinforcement or additional practice.

For this reason, you can get **a range of follow-up activities (see page 23)** to help you implement your learning most effectively. The really good news? Some of these activities are **provided for free**.

Introducing Our Instructional Design Programmes, Continued

Why do our programmes and courses stand out from the crowd?

When you take our carefully-crafted instructional design training, this is what you'll get:

What you want when you want it
With our unique, flexible programmes available **in several different delivery formats**, (see **page 5**) you can get exactly the training you need, when you need it. Whether you are an individual learner, a small group or a larger team - you will find a learning option to suit you.

A great learning experience
We practice what we preach, so you get to experience first-hand the techniques and approaches you'll be learning about.

The results you need
If we do our job well, you succeed. So we love it when you can go off and create great courses. Courses that help embed learning, improve performance and increase results. In fact, nothing makes us happier - apart from putting our feet up on a Friday evening, that is!

What they say…

See some of the nice things people say about their learning experience with us:

Brilliant. Well-tailored and specific to needs. Would recommend to others.

Rachel Evans
E-Learning Developer

George Eliot NHS Trust

*Very good.
Definitely a worthwhile investment.*

Brian Hume
Managing Director

Martec International

*Excellent!
Matched and exceeded expectations.*

Lou Leggan
Training Design Manager

TSB Bank

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Compare course types…

Use the handy **overview table** below to help you compare the different types of instructional design training we have available.

When you have decided which type is most suitable for your needs, use the **page number reference** at the bottom of the column to get more detailed information…

In-house	Public Live Online	Public Classroom	Self-study
In-house courses give you the flexibility to create your own customised programme of learning. Build an event that's perfect for your team.	Live online public courses are three hours of instructor-led, live online training.	Public classroom courses are a full day of instructor-led classroom training.	Self-study distance learning courses provide self-paced multimedia materials you download from our online Learning Hub.
Great for both small groups and larger teams who want a customised, instructor-led event.	Ideal for individuals who want an instructor-led event, but can't make a classroom course.	Perfect for individuals who want to attend an instructor-led classroom event.	Great for individuals who want to study at their own pace and at times convenient to them.
Dates convenient to you.	Scheduled dates.	Scheduled dates.	Available 24/7.
Up to 8 people per group from your organisation.	Up to 4 people per course from different organisations.	Up to 8 people per course from different organisations.	Individual. You work on your own.
Physical classroom - on your premises.	Virtual classroom - you attend via the web.	Physical classroom - at a public venue.	Self-paced materials you can complete anywhere.
Flexible. Choose from over 20 modules.	Fixed content.	Fixed content.	Fixed content.
Full coverage of content.	Condensed coverage of content.	Full coverage of content.	Condensed coverage of content.
Starting from £795 for a half day of in-house training.	Only £195 per person, per course.	Only £425 per person, per course.	Starting from £59.
Go to **PAGE 7** for more information.	Go to **PAGE 41** for more information.	Go to **PAGE 29** for more information.	Go to **PAGE 53** for more information.

What kind of people take our programmes and courses?

We have lots of different people taking our instructional design training. It's ideal if:

• **you are new to the role** of developing training programmes
• you are a trainer with lots of delivery experience but **limited design experience**
• **you have design experience limited to one medium** (e.g. classroom) and you need to learn about a different medium (e.g. e-learning).
• you have lots of informal on-the-job design experience, but **no formal training**
• **you want to extend and update** your instructional design skills and knowledge

Got questions? Need help?

If you have any questions, or need some help:

• call us on **0845 122 7102** or
• email us at: enquiry@pacificblue.co.uk

3 different ways to increase your instructional design knowledge and skills...

Custom In-house Programmes

Flexible and modular. You can easily build an in-house event that's perfect for you and your colleagues or your team.

Go to Page 7

Scheduled Public Courses

Live online in a virtual classroom or **face-to-face** in a physical classroom. Courses run to a public schedule through the year.

Go to Page 25

Self-study Distance Learning

Self-paced multimedia materials you can download and work through at your own pace and at times convenient to you.

Go to Page 53

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Custom
In-house Programmes

Flexible training options to help you create
effective, engaging learning

Custom
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Programmes

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Introducing Our Custom In-house Programmes

Add value to your learning content by applying our award-winning instructional design approaches. Make sure you get exactly the help and training you need with our modular, pick and mix formula.

Take a few minutes to browse the complete range of modules available for an in-house programme. You can choose **any modules you like** and combine them together into a programme that's completely tailored to you.

1. Planning and analysis modules

These modules help you get to grips with the scope, quantity and complexity of the content you will be working with; and, an understanding of the audience you will be delivering to.

2. Instructional design fundamentals modules

These modules help you get a handle on how learners assimilate, process and transfer knowledge and skills; and, the best methods, techniques and approaches to support this.

3. e-Instructional design modules

These modules help you get to grips with e-learning development by focusing on: effective approaches to e-learning instructional design and learner interface design; creative methods for developing practice activities and feedback; and, innovative, rapid development processes that get positive results.

4. Virtual classroom modules

These modules will move your thinking beyond standard, predictable webinars and get you using your virtual classroom to the full. You'll discover: the real virtual classroom and how you should *actually* be using it; the key instructional design principles you should focus on when creating virtual classroom sessions; the ingredients for creating effective, interactive sessions; and, the design process you should follow to create a successful virtual classroom event.

5. New learning mediums modules

These modules take a very learner-centric view of technology and new delivery mediums and help you stay focused on: the content first, the delivery medium second; the way learners *actually* use technology, as opposed to the way they are *supposed* to use it; and, separating the actual benefits new approaches will bring from the buzz and hype that surrounds their introduction.

6. Visuals to support learning modules

While not trying to turn you into an instant graphic designer, these modules help you to understand better the true power and significance of visuals and diagrams; feel comfortable using them; and, show you how to apply them for maximum impact on learning outcomes.

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1. Analysis and Planning Modules

Are you starting your course development from scratch? Struggling to get appropriate information out of the heads of Subject Matter Experts (SMEs)? Re-purposing existing content from one format to another? If yes, the modules in this stream help you get to grips with:

• the scope, quantity and complexity of the content you will be working with, and
• an understanding of the audience you will be delivering to.

There are three modules for you to choose from in our **Analysis and Planning** content stream:

PA01: Getting up and running

When there's a course to be developed, it's tempting to just dive in and get started.

This module helps you avoid the pitfalls of the 'just do it' approach to course development by helping you:

- evaluate several different tried and tested instructional design processes
- get under your audience's skin to fully understand their needs (this pays dividends later on in the development process)
- work through your objectives and outcomes from high-level down to specific and detailed.

PA02: Gathering your content

Working with Subject Matter Experts (SMEs) is an unacknowledged challenge many instructional designers and course developers frequently have to face.

This module helps you:

- clearly identify the different types of questions you can ask of SMEs
- match these question types to your purpose and desired outcomes
- use effective questioning to control an SME interview and get the answers (and content) you need.

PA03: Analysing your content

Getting the content from your SMEs is one thing. Making sense of it for yourself and your learners is quite another.

This module shows you how to:

- use a simple set of pre-defined content categories to unpick and streamline an SME 'brain dump'
- use those pre-defined categories to plug gaps or remove any inaccuracies in your content, and
- turn them into a meaningful content outline - the foundation for creating learner-centred courses and modules.

2. Instructional Design Fundamentals Modules

Why is some learning more effective and successful? This stream goes to the heart of the matter. We can't provide a one-size fits all blueprint - it doesn't exist. We can provide clear insights into what works and what doesn't. Making it much, much easier to get a handle on:

• how learners assimilate, process and transfer knowledge, and
• the methods, techniques and approaches that can best support this.

There are three modules in our **Instructional Design Fundamentals** content stream:

IDF01: Understanding knowledge and skills transfer

Knowledge and skills transfer. It's at the heart of how we learn. If it doesn't succeed, nor do your learners, or your organisation.

This module focuses on key components of helping you understand:

• the stages of the journey you should take your learner on to achieve optimal knowledge and skills transfer
• the knowledge transfer continuum and how it applies to different types of content and skills
• practical activities and interactions to best support different types of transfer.

IDF03: Why practice really does make perfect

Practice. Does it make perfect? The short answer is a very definite 'yes'. The caveat - if it's done right.

With a whole body of research to back up this conclusion, this module covers:

• the best way to deliver practice activities to your learners, regardless of medium
• the most (and least) successful types of practice activities you can use, and
• the crucial role the right kind of feedback plays in supporting your learners.

IDF02: The power of psychology in learning

Do learners know what's best for them? Do we really know the impact a learner's mindset can have on their success? Critical questions - particularly when providing learning for adults.

This module covers:

• why learning styles are a distraction from what's really going on for learners
• how learner self-awareness is not all it's cracked up to be, and
• how your learners' mindset is critical to success and what you can do to influence it for the good.

3. e-Instructional Design Modules

The fundamentals of instructional design apply as equally to e-learning as they do to the classroom. But that's where the similarities end. Creating e-learning requires an entirely different way of thinking. It also requires knowledge of new, more complex guidelines and principles. The modules in this content stream help you get to grips with e-learning development by focusing on:

• effective approaches to instructional and learner interface design
• creative methods for developing practice activities and feedback, and
• innovative, rapid development processes that get positive results.

There are six modules for you to choose from in our **e-Instructional Design** content stream:

EID01: Boredom-busting e-learning that works

When a *Sunday Times* book critic praises a page-turner, be delighted. When your learners use it about your e-learning, start worrying.

Page-turning e-learning is easy to create. But churn it out at your peril. Your learners won't thank you. And when performance doesn't improve, nor will your boss.

This module turns the standard, content hierarchy-driven view of e-learning on its head. It introduces a holistic, three-pronged approach to development which always focuses you on:

• using a learner-centred, context-driven approach to your design
• creating relevant scenarios and challenges for your learners, and
• providing timely practice activities, support and feedback specific and detailed.

EID02: Creating effective learner interfaces

Interwoven with a learner-centred, context driven approach to e-learning design is the need for an intuitive learner interface that reflects the learner's world and the circumstances in which they will be applying their new knowledge, This module covers:

• the key conceptual elements to apply when designing an e-learning, learner interface
• how and when to use learning agents and virtual coaches
• the amount of autonomy you should provide for learners, and
• how to best apply research-based guidelines on screen placement and using combinations of visuals, text and audio.

3. e-Instructional Design Modules, continued

EID03: More than multiple choice - creating effective practice

Most e-learning authoring software makes quizzes, questions and interactions dead easy to create. You can churn them out quickly and efficiently. So what's the problem?

Well, just because the authoring software let's you do it, doesn't necessarily mean it's a good idea. And anyway, practice activities in e-learning need to be about more than just multiple choice, true-false and drag and drop.

In acknowledgement of this, the module focuses on:

- creating, relevant, challenging and realistic practice activities and scenarios
- how to provide meaningful feedback which actually consolidates learning and encourages transfer, and
- using extended, variable worked examples to help embed more complex skills and knowledge.

EID04: Using multimedia in e-learning

Many organisations simply don't have the time or the budget to create the kind of broadcast quality video and audio sometimes seen in e-learning. Many designers feel if they can't create this level of quality, they shouldn't even try.

In fact, creating low, but acceptable quality multimedia snippets for e-learning is much easier than most people believe. So, if you don't know your codecs from your key frames or your bit rate from your frame rate, then this highly practical, hands-on module is definitely for you. It demystifies audio and video content creation and covers the:

- simplest (and most cost-effective) hardware to use
- the best selection of software programmes, that won't leave you tied in knots, and
- the only software settings you'll ever need to know to get the best results each time, every time.

Most important, it gives you some hands-on experience in creating short snippets of video and audio, so you finish the module feeling confident you can go away and do it for yourself.

3. e-Instructional Design Modules, continued

EID05: Beyond ADDIE - alternative development approaches

ADDIE and variations on this widely used development process have been a mainstay for creating a variety of learning materials and solutions (Including e-learning) for a very long time.

This module covers how to use and apply an alternative approach that uses very basic, rapid prototyping in the early stages of development and is then followed by iterative design and development phases. Developed and refined by e-learning experts, this approach is influenced by techniques used in the software development industry and was originally created with the aim of producing a much more inclusive approach to e-learning development.

During this module you'll:

- learn the overall approach and how it is different from the more traditional ADDIE model
- understand the benefits (and possible pitfalls) associated with this different way of doing things, and
- see how a technique called successive approximation is applied throughout this alternative process to confirm the desirability of what is being done and make corrections as required.

EID06: Making e-learning available to everyone

In recent years we've all heard a lot about the importance of accessibility and usability when creating online content. But what's it all about? What are the guidelines? How much do you need to take these issues into consideration when creating e-learning or other online content.

This module helps you:

- clearly understand accessibility and usability and the difference between the two
- learn about the accessibility issues faced by learners with different types of disability, and
- know how to effectively apply guidelines, test usability and remain compliant

4. Virtual Classroom Modules

Virtual classroom technology has been widely adopted at an astonishing pace. Yet it's one of the most underused technologies out there. Most people are still only scratching the surface of its capability with content presentation to mass audiences, using a webinar format.

This content stream moves you beyond standard, predictable webinars and gets you using your virtual classroom to the full. It covers:

• the real virtual classroom and how you should *actually* be using it
• the key instructional design principles you should be focusing on when you create virtual classroom sessions
• the ingredients for creating effective, interactive sessions, and
• the design process you should follow to create a successful virtual classroom event

There are five modules for you to choose from in our **Virtual Classroom** content stream:

VC01: Beyond webinars: the real virtual classroom

Webinars are the most well-known and most popular aspect of the virtual classroom. But they are only part of a much bigger picture.

This introductory module focuses on:

• the real virtual classroom and what it's actually all about
• how it stacks up when compared with face-to-face learning, and
• the secrets of using graphics and media successfully within a virtual classroom environment

Note: optionally, participants can take part in an **introductory virtual classroom session** before this module.

VC02: Virtual classroom fundamentals

A virtual classroom shares many similarities with a physical one. But successful virtual classroom sessions are rarely about just shifting a classroom course lock, stock and barrel into a virtual environment.

This module covers some fundamental design principles and helps you understand how to:

• assess the suitability of content and skills for transfer to the virtual classroom
• incorporate effective practice into your sessions, and
• best mirror the social aspects of the physical classroom in a virtual one

4. Virtual Classroom Modules, continued

VC03: Keeping it interactive

If you've ever attended a webinar, you'll know how easy it is to lose concentration or just get bored with what's going on. There's no question, attention spans are generally shorter in the virtual classroom.

This is why meaningful collaboration and interactivity are critical to your virtual session's success. This module covers:

- the four key types of interaction you should consider for your virtual classroom sessions
- how to successfully match these interaction types with virtual classroom features, and
- the best approaches to building a meaningful sequence of interactions and collaborative activities.

VC04: Developing a virtual classroom session

Whether you are starting from scratch or re-purposing an existing course, successful session design for the virtual classroom is highly dependent on having a robust, practical development process to follow.

This module covers:

- the step-by-step processes you should follow when re-purposing materials or starting from scratch
- how to determine pre-session work from in-session activities, and
- the learner handouts and guides and detailed trainer instructions you need to create to support effective delivery of your session.

VC05: Delivering a virtual classroom session

Even if you will never deliver a virtual classroom session yourself, as an instructional designer, insight into the world of a virtual classroom trainer is vital.

If virtual classroom delivery is on your horizon, you'll need to understand just how different the experience can be from delivering sessions in a physical classroom.

This module covers:

- the new skills you'll need to deliver a successful virtual classroom session
- the practical preparation you'll need to do before a session begins, and
- step-by-step how to run a live, virtual classroom session without falling flat on your face - virtually, that is.

Note: this module involves participants running a practice virtual classroom session after completing this classroom module

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5. New Learning Mediums Modules

In recent years, newer technologies and delivery channels have emerged, leaving e-learning looking quite conventional. While technology for learning continues to evolve, one thing never changes. Recent history is littered with examples of technology-driven approaches to learning failing to meet their advertised potential. There has never been a wider choice of technologies available to us. Consequently, there has never been greater opportunity to completely screw up our implementation of them.

This content stream takes a very learner-centric view of technology and new delivery mediums and helps you stay focused on:

• the content first, the delivery medium second
• the way learners actually use technology, as opposed to the way they are supposed to use it
• separating the actual benefits new approaches will bring from the buzz and hype that surrounds their introduction.

There are four modules for you to choose from in our **New Learning Mediums** content stream:

NLM01: Using problem-based learning

Problem-based learning is an approach used primarily in higher education. Increasingly, non-academic organisations are considering it as an alternative or complementary approach for face-to-face learning.

This module focuses on:

• the benefits of problem-based learning and the reasons for its growing popularity
• the three different models/approaches for problem-based learning
• some of the issues and considerations you should take into account when designing this kind of learning.

NLM02: Using mobile learning

Most adults in the UK own several mobile devices. More and more employees spend less of their week in a fixed location. Taken together, these two trends alone are making mobile learning an attractive medium for learning.

This module looks at:

• why mobile learning will always be about more than 'e-learning on a phone'
• how to decide if mobile learning is a delivery medium suitable for your organisation, and
• the basics of re-purposing existing content and creating simple mobile learning content from scratch.

5. New Learning Mediums Modules, continued

NLM03: Mixing it all up - using a blended approach

Many organisations are, rightly, attracted by the idea of blended learning. A bit of classroom learning, a bit of e-learning, a bit of mobile just for good measure. But is it just mixing it up, or do you need a more sophisticated game-plan?

This module explores:

- why blended learning needs to be about more than just delivery channel duplication
- how to use what we know about knowledge transfer to select the most appropriate delivery mediums, and
- why there are three essential elements that need to be present in every blended learning programme.

6. Visuals for Learning Modules

Visuals and diagrams are used extensively in learning - especially in e-learning and other online mediums. Yet their significance is frequently overlooked. Too often, visuals are seen as a bit of window dressing, applied with little thought, as a way to liven up some dull text. The modules in this content stream will help you to:

- understand better the true power and significance of visuals and diagrams
- feel comfortable using them, and
- show you how to apply them for maximum impact on learning outcomes.

There are two modules for you to choose from in our **Visuals for Learning** content stream:

VL01: Understanding visual design principles

Visual and graphic designers well understand the principles and guidelines for creating and placing graphics on the screen. By contrast, these principles are largely unknown in the world of instructional design.

This module helps you:

- understand these principles and the impact they have on learning
- work confidently with graphic and visual designers when commissioning or refining design work
- think visually by giving you strategies to integrate visuals and diagrams into your instructional design approach.

VL02: Visual actions and tools to support learning

With an understanding of visual design principles in place, you can now apply your understanding by using a series of actions and tools.

This module covers the practical application of principles through:

- understanding visual categories - different types of visuals to optimise knowledge transfer
- Aligning visuals with your purpose - making sure visuals correspond to the purpose of your content (and understanding the impact on learning outcomes if you don't), and
- specific actions to reinforce learning and specific tools to implement design principles.

How to Create a Tailored In-house Course

How many modules can I choose?
Choose and sequence as many modules as you need and fit them into a suitable delivery unit:

• Half day: 3 - 3.5 hours of module time
• Three quarter day: 4.5 - 5 hours of module time
• Whole day: 6 - 6.5 hours of module time

The minimum unit is a half day, the maximum number of units is up to you, depending on how many hours/modules you need. We are very happy to provide three quarter days of training, if that fits the bill.

All at once or spread the load?
You can also decide on the frequency of your module delivery. **As an example**: imagine you choose 9 hours of module time.

Now decide how you would like the modules delivered. A consecutive day and a half? A whole day, followed later by a half day? A three quarter day, followed later by another three quarter day? Or a half day followed later by a whole day? Plenty of options. You decide.

Where does the programme run?
For the in-house delivery option, we come to you and deliver at your premises. If you have an off-site location you would prefer to use, just let us know.

Please note: if you choose an off-site location, you are wholly responsible for any booking and/or cancellation fees for the venue you are hiring.

More detail?
1.5 hours is the standard version of each module. If you want more detail for a particular module, we can also offer a d**etailed version**: this provides additional content and more time for practice and reflection. The detailed version is 2 hours.

Even more customisation?
The programme is designed to be highly flexible. However, we understand that you might need more customisation still. Here are some of the other things you could do:

• add a topic (or topics) to a module
• remove a topic (or topics) from a module
• expand a topic into a whole module
• expand a module into a programme
• add a module not currently offered

Whatever you need, contact us on **0845 122 7102** or send us an email to enquiry@pacificblue.co.uk . We'll be happy to work with you to meet your specific requirement.

What Do I Pay for the Training?

Standard prices

Below are the standard prices for a group **of up to 8 people**:

• Half day: £795
• Three-quarter day: £997
• Whole day: £1,250

Note: Prices **exclude** VAT

Discounts and small group pricing

We offer **a 10% discount** on the standard prices to small and medium-sized businesses; government departments and any other public sector or charitable organisation (including schools, colleges and universities).

If there are between two and four of you who need in-house training, please contact us about our special **small group rates**.

We also offer **public** and **distance learning** courses. They cover some of the most popular modules from the programme. Either option could be ideal if the training is for yourself or you have just one person in your organisation who needs training. Please see our website for current dates of our public courses.

Will customisation be more expensive?

In many cases, it won't. We have a large bank of modular materials over and above those we use for the standard modules. So it's likely that if you have a more specialised request, we'll have something ready to use or something that requires only minimal work to prepare it.

Anything else?

We re-charge any trainer travel or accommodation expenses to you at cost. Our instructional design trainers are located in the Home Counties and south Midlands, so expenses will depend on how far we have to travel to reach your premises.

After the programme...

We have several follow-up packages, to help you make the transition from training to actual implementation of skills. These packages are especially valuable for people who will be going on to create e-learning content.

See the next page for details.

Next steps...

Getting your programme up and running really can be as simple as 1, 2, 3:

1. Browse the content streams and modules.
2. Select your modules and your delivery units
3. Call us on **0845 122 7102** to tell us your choices and when you want them.

Need some help deciding which modules to choose? Need some additional customisation? Whatever you want, we'll be happy to help. Contact us on **0845 122 7102** or send us an email at:
enquiry@pacificblue.co.uk

Get Help Implementing What You Learn

In many cases implementing your learning can be the biggest challenge, especially when you're creating e-learning. To help you with this, everyone who takes one of our in-house courses gets some basic help with implementation for free. If you want more than the basic, you can choose a package of help or simply pay-as-you-go:

Implementation packages

Basic	Standard	Premium
This package is available to everyone who has taken one of our in-house ID courses.	**Most popular** This package is ideal when you have a specific development project you want to work on soon after completing your training.	This package is ideal when you have a more complex development project or you have limited previous experience and will need more initial support and guidance.
2 x 30 minute web meetings at 3 week intervals, after the training	• **1 x 1-day implementation workshop** for everyone who attended the training • **1 x 30 minute web meeting** before the workshop • **2 x 30 minute web meetings** after the workshop	• **2 x 1-day implementation workshops** for everyone who attended the training • **1 x 30 minute web meeting** before each workshop • **2 x 30 minute web meetings** after each workshop
Free	£1,250, plus VAT	£2,290, plus VAT

Pay for a package at the same time you buy your training **and save 15%** on the prices above.

Note: any trainer expenses **are not** included in the package prices.

Pay-as-you-go help with implementation

These are the pay-as-you-go prices for a follow-on implementation workshop (excluding any trainer expenses):

• Half day: £795, plus VAT
• Three-quarter day: £997, plus VAT
• Whole day: £1,250, plus VAT

These are the pay-as-you-go prices for follow-on web meetings:

1 x 30 minute meeting: £195, plus VAT
2 x 30 minute meetings: £ 349, plus VAT
3 x 30 minute meetings: £ 497, plus VAT
4 x 30 minute meetings: £ 624, plus VAT

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Introducing Our Public Scheduled Courses

Join us **in-person** or **in our virtual classroom**.

Public courses take the most popular modules from the custom in-house programme and make them available to individuals through scheduled, instructor-led delivery.

Two types of scheduled public course

We run **two types** of scheduled public courses:

• In-person, classroom-based, and
• Live online in a virtual classroom.

Read more about each below:

> Public scheduled courses come in two varieties: **live online** and **face-to-face**

In person, classroom-based public courses

Each **in-person, classroom-based public course** lasts one day and runs approximately 3 or 4 times a year. Maximum 6 participants per course.

We run 1-day courses on **instructional design fundamentals** and **creating effective e-learning**. We schedule delivery dates so you can attend both courses consecutively, if you want to.

You can find **delivery schedules** and **online booking forms** for both public classroom courses in the **Schedules, Locations and Bookings** section of our website.

Live online, virtual classroom public courses

Each **live online public course** lasts 3 hours and runs approximately every 6 weeks. Maximum 4 participants per course.

They provide **condensed versions** of the 1-day public classroom courses. They are instructor-led and run in our virtual classroom, on a specified day and time.

We run live online courses on **instructional design fundamentals** and **creating boredom-busting e-learning**. Courses run consecutively, so you can attend both on the same day, if you want to.

Think of a live, online session as similar to attending an in-person public course, but without the need to travel.

You can find **delivery schedules** and **online booking forms** for both live online courses in the **Schedules, Locations and Bookings** section of our website.

Pacific Blue Solutions Ltd

55 Newhall Street
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enquiry@pacificblue.co.uk

www.pacificblue.co.uk

Classroom Public Courses

Scheduled classroom training to help you create effective, engaging learning

Face-to-Face Scheduled Public Courses

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Pacific Blue Solutions Ltd

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Instructional Design Fundamentals: Classroom Course

This 1-day, instructor-led classroom course will help you to design and develop effective, learner-centred training courses…

Escape the conventional, unsuccessful approaches to developing classroom training and instead...

- Explore successful **key approaches to** and **aspects of** instructional design
- Integrate newer, **alternative approaches** with more traditional ones.
- Analyse your subject matter to better understand **its purpose and relevance** for your intended learners.
- Apply **different types of transfer** effectively in your course design and understand when you should use each type.
- Select the **most effective types of practice** for your learners, based on learning context and delivery medium.

ABSOLUTE 100% MONEY BACK GUARANTEE

If for any reason by the lunch break of this course you are not absolutely delighted with your training, we **guarantee** we will give you a full refund of your course fees.

No questions. No quibbles. No hard feelings.

Who should attend?

This fast-paced, highly interactive 1-day public course is ideal for people:

- new to instructional design
- with existing, but limited instructional design experience
- with lots of experience, but no previous formal instructional design training.

What does it cover?

The course combines four popular modules from our instructional design programme, to create a compelling day of training which gives you a thorough grounding in instructional design key concepts and best practices:

- Module PA01: Getting up and Running
- Module PA03: Analysing Your Content
- Module IDF01: Understanding Knowledge Transfer
- Module IDF03: Why Practice Makes Perfect

Find the full course outline on **page 37** below.

Special combination booking discount

If you are booking for yourself and you want to attend the *Instructional Design Fundamentals* **and the** *Creating Boredom-Busting E-Learning* courses, you can get a combined discount price.

Normal price for attending both courses £850, plus VAT. Special combination booking price: **£710, plus VAT**, saving you **£140**.

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Creating Boredom-Busting E-Learning: Classroom Course

This 1-day instructor-led classroom course will help to revolutionise the way you think about your e-learning.

Break free from boredom-inducing, content-centric e-learning…

• **Avoid page-turning** e-learning which bores your learners to death and fails to transfer skills and knowledge.
• Apply a **dramatically different**, success-driven approach to your e-learning.
• Improve **uptake and completion** of e-learning, and
• Improve **outcomes and learner performance**.

The course provides some of the the most advanced thinking about creating e-learning currently on offer in the UK.

If you are serious about really engaging your learners and creating e-learning that genuinely improves their performance, then you can't afford to miss this.

> **ABSOLUTE 100% MONEY BACK GUARANTEE**
>
> If for any reason by the lunch break of this course you are not absolutely delighted with your training, we **guarantee** we will give you a full refund of your course fees.
>
> No questions. No quibbles. No hard feelings.

Who should attend?

This fast-paced, highly interactive 1-day public course is ideal for:

• anyone **new** to e-learning design
• **experienced instructional designers**, preparing to develop e-learning for the first time
• **existing e-learning designers**, ready to think differently about the purpose of e-learning and how they go about creating it
• **experienced users of e-learning authoring tools** who need to understand design principles behind the development

What does it cover?

The course combines three popular modules from our instructional design programme, to create a memorable day of training which will dramatically change your perspective on and approach to e-learning:

• Module EID01: Boredom-Busting E-Learning
• Module EID02: Effective E-Learning Interfaces
• Module EID03: More Than Multiple Choice

Find the full course outline on **page 39** below.

Special combination booking discount

If you are booking for yourself and you want to attend the *Creating Boredom Busting E-Learning* **and the** *Instructional Design Fundamentals* courses, you can get a **combined discount price**.

Normal price for attending both courses £850, plus VAT. Special combination booking price: **£710, plus VAT**, saving you **£140**.

Scheduled Public Classroom Courses: Practical Information

Practical details

- **Length**: Each course lasts 1 day
- **Times**: 9.30 am - 4.45 pm
- **Maximum participants**: 6
- **Price per person**: £425, plus VAT
- **Location**: Central Birmingham.
- **Price includes**: all course materials, lunch & refreshments throughout the day.

Guaranteed to run...

Book with confidence. All scheduled public *instructional design courses* are 100% guaranteed to run.

Payment options

Payment must be made in advance of the course. Pay by credit or debit card, with *Stripe's* secure card processing system. Visa, Mastercard and Amex, all accepted.

Need a **standard invoice** to pay by bank transfer? Contact us to get that done.

Cancellation by us…

Under normal circumstances, our public courses **are guaranteed to run.**

Only under very exceptional circumstances (for example, a trainer being taken ill and no other trainer being available to run the course), would we cancel the course.

If these exceptional circumstances were to occur, we would offer you two options:

- a full refund of your fees, or
- a place on the next scheduled course.

If you postpone...

If you make a booking and then need to **postpone and re-book on a future course**, you can do this without penalty.

If you cancel…

If you cancel your booking completely and do not wish to attend the course at all, then under certain circumstances cancellation fees will apply.

Below are the cancellation notice periods and the fees:

- less than **14** days before the course: **50%** of the course fee
- less than **7** days before the course: **75%** of the course fee
- less than **1** day before the course: **100%** of the course fee

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Classroom
Course Outlines

Full course outlines for our two 1-day publicly
scheduled classroom courses

**Face-to-Face
Public
Course
Outlines**

pacificblue

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Instructional Design Fundamentals: Classroom

Design and develop effective, learner-centred training courses

What you will cover

Instructional Design Fundamentals combines four popular modules from our instructional design programme, to create a compelling day of training, giving you thorough grounding in instructional design key concepts and best practices:

Module PA01: Getting Up and Running

This module helps you avoid the 'just do it' approach, taking you through a series of simple, but effective techniques to get your development off to a flying start.

Module PA03: Analysing Your Content

This module helps you to get to grips with your content and gives you a highly-effective strategy to help unpick and streamline a subject matter expert brain dump into meaningful, learner-centred content.

Module IDF01: Understanding Knowledge Transfer

This module focuses in on the key concepts and components of knowledge transfer. What works, what doesn't. How to make your learning effective and your learners successful.

Module IDF03: Does Practice Really Does Make Perfect?

The short answer to the question this modules poses is 'yes' – if it's done right. Find out about: the best ways to deliver practice activities to your learners; the most successful types of practice to use; and, the crucial role feedback plays.

How you will benefit

This course will help you to:

- **Explore** key approaches to and aspects of instructional design
- **Integrate** newer, alternative approaches with more traditional ones.
- **Analyse** your subject matter to better understand its purpose and relevance for your intended learners.
- **Apply** different types of transfer effectively in your course design and understand when you should use each type.
- **Select** the most effective types of practice for your learners, based on learning context and delivery medium.

Who should attend?

Instructional Design Fundamentals is ideal for anyone:

- new to instructional design.
- with existing, but limited instructional design experience.
- with lots of experience, but no previous formal training in instructional design.

"*Lots of ideas how to improve my training sessions so delegates get what they need.*"

Tina Daniels
Operations Trainer
A High Street Supermarket Chain

Course dates

Courses run approximately 4 times a year.

Please check our website for upcoming course dates and prices

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Instructional Design Fundamentals: Classroom

"Great mix of know-how and examples."

Kate Noakes
Head of Organisational Development
Pizza Hut

Practical Details

Length: 1 day
Times: 9.30 - 16.45

Maximum number of delegates: 6

Location:
Central Birmingham

Includes:
Complete course materials, lunch and refreshments throughout the day.

Please see our website for the most up-to-date information on forthcoming dates and prices.

Course outline

These are the main sessions covered during each of the four modules:

Module 1: Getting Up and Running [PA01]

- **Instructional design approaches and views** – what is instructional design and how has it evolved?
- **An alternative view of learning objectives** – understand the conventional wisdom and compare it with an alternative view.
- **Understanding your audience** – analyse your learners the right way.
- **Thinking outside the instructional design box** – a more holistic view of instructional design and how it aligns with attitudes to change.

Module 2: Analysing Your Content [PA03]

- **Understanding content categories** – analyse subject matter content and better understand its relevance to your learners.
- **Identifying content categories** – use a simple content taxonomy to better understand your content's purpose.
- **Applying content categories** – discover how to apply the taxonomy to your content, learners and objectives.

Module 3: Understanding Knowledge Transfer [IDF01]

- **The three stage transfer process** – experience first-hand the journey your learner typically goes on when they encounter new knowledge or skills.
- **Different types of knowledge transfer** – understand the different types of knowledge transfer and when its best to use each one.

Module 4: Why Practice Really Makes Perfect [IDF03]

- **All about practice** – discover what kinds of practice are most (and least) effective.
- **Practice and building mental models** – how different types of practice support learners in processing and embedding new content and skills; the best ways to build and distribute practice activities into your course design; the significance and impact of different types of feedback.

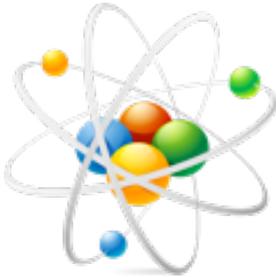Exercises and examples help you see how to implement your skills back on the job.

How to book

You can book your course place through our website, by phone or by email. We currently accept Visa, Mastercard and American Express.

If you need to raise a purchase order and have us invoice you, please let us know on **0845 122 7102** or email us at: enquiry@pacificblue.co.uk - and we'll be happy to arrange this for you.

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Creating Boredom-Busting E-Learning: Classroom
Break free from boredom-inducing, content-centric e-learning

What you will cover

Creating Boredom-Busting E-Learning combines three popular modules from our instructional design programme, to create a memorable day of training, which will dramatically change your perspective on and approach to e-learning:

Module EID01: Boredom-Busting E-Learning That Works
This module turns the standard, content hierarchy-driven view of e-learning on its head. It introduces a holistic, four-pronged approach to development which always focuses you on:

• using a learner-centred, context-driven approach to your design
• creating relevant scenarios and challenges for your learners, and
• providing timely practice activities, support and feedback.

Module EID02: Creating Effective Learner Interfaces
This module covers:

• the key conceptual elements you should always apply when designing an e-learning, learner interface
• how and when to use learning agents and virtual coaches, and
• how to best apply research-based guidelines on screen placement and using combinations of visuals, text and audio.

Module EID03: More Than Multiple Choice - Effective E-Learning Practice Activities
This module focuses on:

• creating, relevant, challenging and realistic practice activities and scenarios
• how to provide meaningful feedback which actually consolidates learning and encourages transfer, and
• using extended, worked examples to embed complex skills and knowledge.

How you will benefit

This course will show you how to:

▪ **Avoid** page-turning e-learning which bores your learners to death and fails to transfer skills and knowledge.
▪ **Apply** a dramatically different, success-driven approach to your e-learning.
▪ **Improve** uptake and completion of e-learning, and (most importantly) improve learner performance.

Who should attend?

Creating Boredom-Busting E-Learning is ideal for:

▪ anyone new to e-learning design.
▪ experienced instructional designers, developing e-learning for the first time.
▪ existing e-learning designers, ready to think differently about the purpose of e-learning and how they go about creating it.

"I feel like I have been inspired to think outside the box with e-learning and this will have a positive effect on my role designing/ developing content.

Really enjoyed it, learned a lot. Particularly feel like the whole team found it inspiring to see other ways of doing things."

Claire
Training Design Support
A High Street Supermarket Chain

Course dates
Courses run approximately 4 times a year.

Please check our website for upcoming course dates and prices.

Creating Boredom-Busting E-Learning: Classroom

"Great mix of know-how and examples."

Kate Noakes
Head of Organisational Development
Pizza Hut

Practical Details

Length: 1 day
Times: 9.30 - 16.45

Maximum number of delegates: 6

Location:
Central Birmingham

Includes:
Complete course materials, lunch and refreshments throughout the day.

Please see our website for the most up-to-date information on forthcoming dates and prices.

Course outline

These are the main sessions covered during each of the three modules:

Module 1: Boredom-Busting E-Learning That Works [EID01]

- **Establishing a framework for success** – the three key principles that should underpin any piece of successful e-learning.
- **CCAF for successful e-learning** – how to create **context**-centric e-learning and why it achieves such dramatically different outcomes from a content-centric approach.
- **Getting inside your learners' world** – how to create meaningful challenges and activities that reflect your learners' reality.
- **Telling them like it is** – how to build, powerful performance-improving feedback into your e-learning courses.

Module 2: Creating Effective Learner Interfaces [EID02]

- **User interface versus learner interface** – why e-learning needs learner interface design, not user interface design.
- **Connecting with learners** – the importance and impact of relevance, authenticity and personalisation in learner interface design; how to successfully use stories, dramatic impact and conflict to drive learning.
- **Giving learners control** – how to achieve visual clarity and clearly differentiate content from controls; making controls intuitive, meaningful and familiar.

Module 3: More Than Multiple Choice [EID03]

- **Applying practice to e-learning** – how to create distributed practice activities in an e-learning context.
- **Don't make me think** – how to develop and apply self-questioning techniques for your learners.
- **Using worked examples** – how to use worked examples in e-learning to encourage transfer of complex skills and knowledge.

Exercises and examples help you see how to implement your skills back on the job.

How to book

You can book your course place through our website, by phone or by email. Our website uses a secure, online booking and payment system powered by Stripe

We currently accept Visa, Mastercard and American Express.

If you need to raise a purchase order and have us invoice you, please let us know on **0845 122 7102** or email us at: enquiry@pacificblue.co.uk - and we'll be happy to arrange this for you.

Live Online
Public Courses

Flexible virtual classroom training to help you create effective, engaging learning

Live Online Scheduled Public Courses

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Instructional Design Fundamentals: Live Online

This 3-hour, instructor-led, virtual classroom course will help you to design and develop effective, learner-centred training courses...

Escape conventional, unsuccessful approaches to developing classroom training with the **3-hour, live online, condensed version** of our popular 1-day classroom course.

You still get all of the great benefits, just in a **condensed form**...

• Explore successful **key approaches to** and **aspects of** instructional design
• Integrate newer, **alternative approaches** with more traditional ones.
• Analyse your subject matter to better understand **its purpose and relevance** for your intended learners.
• Apply **different types of transfer** effectively in your course design and understand when you should use each type.
• Select the **most effective types of practice** for your learners, based on learning context and delivery medium.

ABSOLUTE 100% MONEY BACK GUARANTEE

If for any reason by the lunch break of this course you are not absolutely delighted with your training, we **guarantee** we will give you a full refund of your course fees.

No questions. No quibbles. No hard feelings.

Who should attend?

This fast-paced, highly interactive, 3-hour **live online public course** is ideal for people:

• new to instructional design
• with existing, but limited instructional design experience
• with lots of experience, but no previous formal instructional design training.

What does it cover?

The course combines four popular modules from our instructional design programme.

Get three hours of compelling training which will give you a thorough but **condensed** grounding in instructional design key concepts and best practices:

• Module PA01: Getting up and Running
• Module PA03: Analysing Your Content
• Module IDF01: Understanding Knowledge Transfer
• Module IDF03: Why Practice Makes Perfect

Find the full course outline on **page 49** below.

Creating Boredom-Busting E-Learning: Live Online

This 3-hour, instructor-led, virtual classroom course held live online will revolutionise the way you think about your e-learning

Break free from boredom-inducing, content-centric e-learning with the **3-hour condensed version** of our popular 1-day classroom course.

You still get all of the great benefits, just in **a condensed form**…

- Avoid page-turning e-learning which bores your learners to death and fails to transfer skills and knowledge.
- Apply a dramatically different, success-driven approach to your e-learning.
- Improve uptake and completion of e-learning, and
- Improve outcomes and learner performance.

The course provides some of the the most advanced thinking about creating e-learning currently on offer in the UK.

If you are serious about really engaging your learners and creating e-learning that genuinely improves their performance, then you can't afford to miss this.

ABSOLUTE 100% MONEY BACK GUARANTEE

If for any reason by the lunch break of this course you are not absolutely delighted with your training, we **guarantee** we will give you a full refund of your course fees.

No questions. No quibbles. No hard feelings.

Who should attend?

This highly interactive 3-hour public course is ideal for:

- anyone **new** to e-learning design
- **experienced instructional designers**, preparing to develop e-learning for the first time
- **existing e-learning designers**, ready to think differently about the purpose of e-learning and how they go about creating it
- **experienced users of e-learning authoring tools** who need to understand design principles behind the development

What does it cover?

The course provides **condensed** coverage of three popular modules from our instructional design programme. Get a memorable 3-hours of live online training which will dramatically change your perspective on and approach to e-learning:

- Module EID01: Boredom-Busting E-Learning
- Module EID02: Effective E-Learning Interfaces
- Module EID03: More Than Multiple Choice

Scheduled Public Live Online Courses: Practical Information

Practical details

- **Length**: 3 hours - consisting of 3 x 55 minute sessions with a short break between sessions
- **Maximum participants**: 4
- **Price per person**: £195, plus VAT
- **Location**: Online

Guaranteed to run...

Book with confidence. All scheduled public *instructional design courses* are 100% guaranteed to run.

Payment options

Payment must be made in advance of the course. Pay by credit or debit card, with *Stripe's* secure card processing system. Visa, Mastercard and Amex, all accepted.

Need a **standard invoice** to pay by bank transfer? Contact us to get that done.

Cancellation by us…

Under normal circumstances, our public courses **are guaranteed to run.**

Only under very exceptional circumstances (for example, a trainer being taken ill and no other trainer being available to run the course), would we cancel the course.

If these exceptional circumstances were to occur, we would offer you two options:

- a full refund of your fees, or
- a place on the next scheduled course.

If you postpone...

If you make a booking and then need to **postpone and re-book on a future course**, you can do this without penalty.

If you cancel…

If you cancel your booking completely and do not wish to attend the course at all, then under certain circumstances cancellation fees will apply.

Below are the cancellation notice periods and the fees:

- less than **14** days before the course: **50%** of the course fee
- less than **7** days before the course: **75%** of the course fee
- less than **1** day before the course: **100%** of the course fee

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Live Online
Course Outlines

Full course outlines for our two half-day publicly
scheduled live online courses

**Live Online
Public Course
Outlines**

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Instructional Design Fundamentals: Live Online

Design and develop effective, learner-centred training courses

What you will cover

Instructional Design Fundamentals combines key content from three of our populr instructional design classroom modules. Attend a compelling three hours of **live online training**, giving you thorough grounding in instructional design key concepts and best practices:

Module PA01: Getting Up and Running

This module helps you avoid the 'just do it' approach, taking you through a series of simple, but effective techniques to get your development off to a flying start.

Module IDF01: Understanding Knowledge Transfer

This module focuses in on the key concepts and components of knowledge transfer. What works, what doesn't. How to make your learning effective and your learners successful.

Module IDF03: Does Practice Really Does Make Perfect?

The short answer to the question this modules poses is 'yes' – if it's done right. Find out about: the best ways to deliver practice activities to your learners; the most successful types of practice to use; and, the crucial role feedback plays.

How you will benefit

This course will help you to:

- **Explore** key approaches to and aspects of instructional design
- **Integrate** newer, alternative approaches with more traditional ones.
- **Analyse** your subject matter to better understand its purpose and relevance.
- **Apply** different types of transfer effectively in your course design and understand when you should use each type.
- **Select** the most effective types of practice for your learners, based on learning context and delivery medium.

Who should attend?

Instructional Design Fundamentals is ideal for anyone:

- new to instructional design.
- with existing, but limited instructional design experience.
- with lots of experience, but no previous formal training in instructional design.

What is a live online class?

With a live online class, there's an instructor and other participants. You learn together at the same time. The main difference? You are in a *virtual classroom*.

In this virtual, web-based environment, you can talk to each other, see the instructor's computer screen and share content.. A great way to learn.

"*Lots of ideas how to improve my training sessions so delegates get what they need.*"

Tina Daniels
Operations Trainer
A High Street Supermarket Chain

Course dates
Live online courses run approximately every 6 weeks.

Please check our website for upcoming course dates, times and prices.

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Instructional Design Fundamentals: Live Online

"Great mix of know-how and examples."

Kate Noakes
Head of Organisational Development
Pizza Hut

Practical Details

Length: 3 hours - comprising three 55 minute sessions with a short break between each session.

Maximum number of delegates: 4

Location:
Online

Please see our website for the most up-to-date-information on dates, times and prices.

Course outline

These are the main sessions covered during each of the three modules:

Module 1: Getting Up and Running [PA01]

- **Instructional design approaches and views** – what is instructional design and how has it evolved?
- **An alternative view of learning objectives** – understand the conventional wisdom and compare it with an alternative view.
- **Understanding your audience** – analyse your learners the right way.
- **Thinking outside the instructional design box** – a more holistic view of instructional design and how it aligns with attitudes to change.

Module 2: Understanding Knowledge Transfer [IDF01]

- **The three stage transfer process** – experience first-hand the journey your learner typically goes on when they encounter new knowledge or skills.
- **Different types of knowledge transfer** – understand the different types of knowledge transfer and when its best to use each one.

Module 3: Why Practice Really Makes Perfect [IDF03]

- **All about practice** – discover what kinds of practice are most (and least) effective.
- **Practice and building mental models** – how different types of practice support learners in processing and embedding new content and skills; the best ways to build and distribute practice activities into your course design; the significance and impact of different types of feedback.

Exercises and examples help you see how to implement your skills back on the job.

How to book

You can book your course place on our website, by phone or by email. Our website uses a secure, online booking and payment system powered by Stripe.

This system currently accepts Visa, Mastercard and American Express.

If you need to raise a purchase order and have us invoice you, please let us know on **0845 122 7102** or email us at: enquiry@pacificblue.co.uk - and we'll be happy to arrange this for you.

How does the technology work?

The technology is very simple. The main thing you need is a computer and a good broadband connection. This will give you access to the virtual classroom. Plug in a headset (with microphone) to your computer - this will provide the audio. Otherwise, dial in using your phone (we'll provide a normal landline number).

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Creating Boredom-Busting E-Learning: Live Online
Break free from boredom-inducing, content-centric e-learning

"I feel like I have been inspired to think outside the box with e-learning and this will have a positive effect on my role designing/developing content.

Really enjoyed it, learned a lot. Particularly feel like the whole team found it inspiring to see other ways of doing things."

Claire
Training Design Support
A High Street Supermarket Chain

Course dates
Live online sessions run approximately every 6 weeks.

Please check our website for upcoming course dates, times, and prices.

What you will cover

Creating Boredom-Busting E-Learning combines key content from two of our popular instructional design classroom modules. Attend a memorable three hours of **live online training**, which will dramatically change your perspective on and approach to e-learning:

Module EID01: Boredom-Busting E-Learning That Works
This module turns the standard, content hierarchy-driven view of e-learning on its head. It introduces a holistic, four-pronged approach to development which always focuses you on:

- using a learner-centred, context-driven approach to your design
- creating relevant scenarios and challenges for your learners, and
- providing timely practice activities, support and feedback.

Module EID02: Creating Effective Learner Interfaces
This module covers:

- the key conceptual elements you should always apply when designing an e-learning, learner interface
- how and when to use learning agents and virtual coaches, and
- how to best apply research-based guidelines on screen placement and using combinations of visuals, text and audio.

How you will benefit

This course will show you how to:

- **Avoid** page-turning e-learning which bores your learners to death and fails to transfer skills and knowledge.
- **Apply** a dramatically different, success-driven approach to your e-learning.
- **Improve** uptake and completion of e-learning, and (most importantly) improve learner performance.

Who should attend?

Creating Boredom-Busting E-Learning live online, is ideal for:

- anyone new to e-learning design.
- experienced instructional designers, developing e-learning for the first time.
- existing e-learning designers, ready to think differently about the purpose of e-learning and how they go about creating it.

What is a live online class?

A live online class is similar to a classroom course in lots of ways. There's an instructor and other participants. You are learning together at the same time on the same day. The main difference? You are in a *web-based virtual classroom*.

In this virtual classroom, you can talk to each other, see the instructor's computer screen and share documents and content with each other. A great way to learn.

pacificblue

Creating Boredom-Busting E-Learning: Live Online

"Great mix of know-how and examples."

Kate Noakes
Head of Organisational Development
Pizza Hut

Practical Details

Length: 3 hours - comprising three 55 minute sessions with a short break between each session.

Maximum number of delegates: 4

Location:
Online

Please see our website for the most up-to-date-information on dates, times and prices.

Course outline

These are the main sessions covered during the two modules:

Module 1: Boredom-Busting E-Learning That Works [EID01]

- **Establishing a framework for success** – the three key principles that should underpin any piece of successful e-learning.
- **CCAF for successful e-learning** – how to create **context**-centric e-learning and why it achieves such dramatically different outcomes from a content-centric approach.
- **Getting inside your learners' world** – how to create meaningful challenges and activities that reflect your learners' reality.
- **Telling them like it is** – how to build, powerful performance-improving feedback into your e-learning courses.

Module 2: Creating Effective Learner Interfaces [EID02]

- **User interface versus learner interface** – why e-learning needs learner interface design, not user interface design.
- **Connecting with learners** – the importance and impact of relevance, authenticity and personalisation in learner interface design; how to successfully use stories, dramatic impact and conflict to drive learning.
- **Giving learners control** – how to achieve visual clarity and clearly differentiate content from controls; making controls intuitive, meaningful and familiar.

Exercises and examples will help you see how to implement your skills back on the job.

How to book

You can book your course place on our website, by phone or by email. Our website uses a secure, online booking and payment system powered by Stripe.

This system currently accepts Visa, Mastercard and American Express.

If you need to raise a purchase order and have us invoice you, please let us know on **0845 122 7102** or email us at: enquiry@pacificblue.co.uk - and we'll be happy to arrange this for you.

How does the technology work?

The technology is very simple. The main thing you need is a computer and a good broadband connection. This will give you access to the virtual classroom. Plug in a headset (with microphone) to your computer - this will provide the audio. Otherwise, dial in using your phone (we'll provide a normal landline number).

Self-study
Distance Learning

Flexible training options to help you create effective, engaging learning
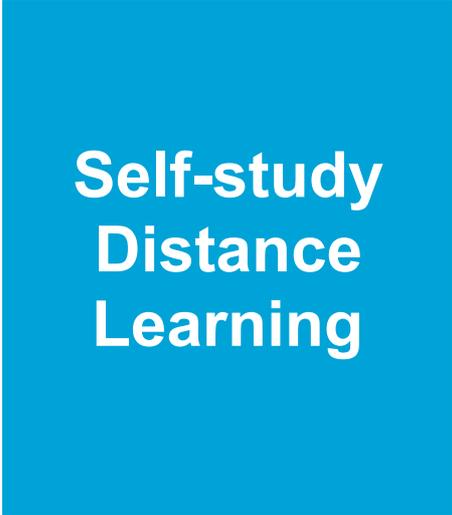
Self-study Distance Learning

pacificblue

Pacific Blue Solutions Ltd

55 Newhall Street
Birmingham
B3 3RB

0845 122 7102
enquiry@pacificblue.co.uk

www.pacificblue.co.uk

Introducing Our Self-Study Distance Learning Courses

Learn in your own time and at your own pace

Our self-study distance learning courses give you total flexibility, while still covering the most popular topics from our in-house programmes and scheduled public courses.

Why self-study distance learning?

- Do you work as a freelancer and can't manage to attend a scheduled public course?
- Are you the one-person learning and development department in a small organisation - where an in-house programme is out of the question?
- Are you part of a team in a bigger organisation, but you want some training that your colleagues don't?
- Is attending a scheduled public course simply beyond your budget?

Popular and flexible

Whatever your situation, a self-study distance learning course is a popular, flexible and highly effective way of learning. You still get access to the content and training you need, but you can engage with it at:

- your own pace
- times convenient to you, and
- a level of detail that suits your current needs.

Each course comes in three varieties: **basic**, **premium** and **deluxe**

Three course varieties

To help you avoid having to choose a one-size-fits all solution, our self-study distance learning courses come in **three varieties**: basic, premium and deluxe. Choose the variety that best suits you.

And if you choose the basic or premium variety, you still have the flexibility to move up to another course variety at any time.

Available courses

Currently you can choose from **two self-study distance learning courses**:

- *Instructional Design Essentials* - Go to **page 56**
- *Creating Effective E-Learning* - Go to **page 61**

After your selection…

Once you've made your course selection, you can register and pay online, using *Stripe's* secure payment system.

All course materials are available for you to download and keep - and you have anytime access to the materials in your online LMS account for 90 days from the day your register.

If your course selection includes any one-to-one web-based coaching sessions, just contact us when you are ready to arrange a mutually convenient date for this.

And here's our rock solid guarantee

If you're not satisfied with the course for any reason or if it doesn't help you to create better, more effective courses or learning materials, return it within 90 days, for a full refund.

No hassles. No hard feelings.

pacificblue

Overview of the Instructional Design Essentials Course

Build effective learning from a solid foundation

Discover how to apply the essential principles of instructional design to your learning. Create a lasting foundation on which you can build effective, performance-improving learning events.

Effective learning - what's it all about?

When you understand and apply the essentials of instructional design, you'll be well on your way to creating courses which:

- motivate your learners
- satisfy your bosses (or clients), and
- get performance-improving results.

And you don't need to study for years. You don't need to spend thousands on tuition fees. And you don't need to break into a sweat to get a degree.

But you can start making a measurable difference to the effectiveness of your course design and development in just a matter of days.

Easy-to-follow formula

This is because we've condensed our instructional design knowledge, skills and experience into an accessible, easy-to-follow formula. When properly applied, this formula results in better motivated students who retain more of what they learn.

Choose version	Basic £59	Premium £125	Deluxe £175
Complete course notes to download and print	✓	✓	✓
Workbook activities to consolidate your knowledge transfer	✓	✓	✓
Sample course materials with commentary	✓	✓	✓
Detailed follow-up activities to further embed your learning		✓	✓
'How to' step-by-step guide to creating course materials		✓	✓
Personalised 30 minute 1-to-1 coaching session			✓

Practice first, theory only when you need it

There's no waffle or messing around. When the theoretical stuff is essential, we include it. Otherwise, the course is packed full of practical, ready-to-apply tools and techniques.

And rest assured, there are plenty of relevant, structured practice activities throughout. Activities designed to bring your learning to life and to make a visible difference to your course and instructional design skills.

Is this course right for me?

To help you decide, try answering the following questions. Are you:

- new to the world of training with little or no previous experience of designing courses or learning materials?
- a subject matter expert who has suddenly been tasked with creating or delivering learning about your area of expertise?
- a training person who has just picked things up as you've gone along and somehow managed to muddle through?

If you answered **yes** to any of these questions, then this course is designed precisely for you.

pacificblue

Overview of the Instructional Design Essentials Course

Choose the version of the course that is right for you

You can learn the essential principles of instructional design through taking either the basic, premium or deluxe versions of the course.

Choose the version that is most suitable for you:

Choose version	Basic £59	Premium £125	Deluxe £175
Complete course notes to download and print	✓	✓	✓
Workbook activities to consolidate your knowledge transfer	✓	✓	✓
Sample course materials with commentary	✓	✓	✓
Detailed follow-up activities to further embed your learning		✓	✓
'How to' step-by-step guide to creating course materials		✓	✓
Personalised 30 minute 1-to-1 coaching session			✓

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Instructional Design Essentials: Basic Version

Discover how to apply the essential principles of instructional design to your learning. Create a lasting foundation on which you can build effective, performance-improving learning events.

What you get with the £59 basic version

If you're on a tight budget, the basic version of the course is an ideal option. For just £59 you get all of the following:

- Complete course notes
- A workbook with practice activities for you to complete, to consolidate your knowledge transfer and learning
- A gallery of sample course materials with accompanying explanatory notes

What the course covers

The *Instructional Design Essentials* self-study distance learning course, covers the following four key topic areas:

Part 1: Thinking outside the instructional design box

- Instructional design explained - its strengths and limitations.
- How to apply the top instructional design strategies to your learning design.

Part 2: Working with content

- How to keep content relevant, clear and accessible.
- Specific strategies to stop your course design turning into a subject matter expert 'brain dump'.

Part 3: Successful knowledge transfer

- Knowledge transfer explained.
- How to make it happen.
- How to make it lasting and effective.

Part 4: Making practice perfect

- Why you should bother with practice.
- When to include it.
- Activities that work and activities that don't.
- Creating effective feedback.

Choose version	Basic £59	Premium £125	Deluxe £175
Complete course notes to download and print	✓	✓	✓
Workbook activities to consolidate your knowledge transfer	✓	✓	✓
Sample course materials with commentary	✓	✓	✓
Detailed follow-up activities to further embed your learning		✓	✓
'How to' step-by-step guide to creating course materials		✓	✓
Personalised 30 minute 1-to-1 coaching session			✓

Instructional Design Essentials: Premium Version

Discover how to apply the essential principles of instructional design to your learning. Create a lasting foundation on which you can build effective, performance-improving learning events.

What you get with the £125 premium version

Our £125 premium version of the course gives you everything in the basic version, plus more advanced practice and additional expert insight:

- Complete course notes
- A workbook with practice activities for you to complete to consolidate your knowledge transfer and learning
- A sample of course materials with accompanying explanatory notes
- Detailed follow-up activities and exercises to give you advanced practice in the tools and principles covered by the course - helping you further embed your learning
- Step-by-step expert analysis of and commentary on a sample of real-world course materials - helping you to fully understand how the pros apply the tools and principles covered by the course.

What the course covers

The *Instructional Design Essentials* self-study distance learning course, covers the following four key topic areas:

Part 1: Thinking outside the instructional design box
- Instructional design explained - its strengths and limitations.
- How to apply the top instructional design strategies to your learning design.

Part 2: Working with content
- How to keep content relevant, clear and accessible.
- Specific strategies to stop your course design turning into a subject matter expert 'brain dump'.

Part 3: Successful knowledge transfer
- Knowledge transfer explained.
- How to make it happen.
- How to make it lasting and effective.

Part 4: Making practice perfect
- Why you should bother with practice.
- When to include it.
- Activities that work and activities that don't.
- Creating effective feedback.

Choose version	Basic £59	Premium £125	Deluxe £175
Complete course notes to download and print	✔	✔	✔
Workbook activities to consolidate your knowledge transfer	✔	✔	✔
Sample course materials with commentary	✔	✔	✔
Detailed follow-up activities to further embed your learning		✔	✔
'How to' step-by-step guide to creating course materials		✔	✔
Personalised 30 minute 1-to-1 coaching session			✔

Instructional Design Essentials: Deluxe version

Discover how to apply the essential principles of instructional design to your learning. Create a lasting foundation on which you can build effective, performance-improving learning events.

What you get with the £175 deluxe version

Our £175 deluxe version of the course gives you everything in the basic and premium versions, plus a 30 minute 1-to-1 coaching session:

- Complete course notes
- A workbook with practice activities for you to complete, to consolidate your knowledge transfer and learning
- A sample of course materials with accompanying explanatory notes
- Detailed follow-up activities and exercises to give you advanced practice in the tools and principles covered by the course - helping you further embed your learning
- Step-by-step expert analysis of and commentary on a sample of real-world course materials - helping you to fully understand how the pros apply the tools and principles covered by the course.
- Personalised 30-minute 1-to-1 coaching session

What the course covers

The *Instructional Design Essentials* self-study distance learning course, covers the following four key topic areas:

Part 1: Thinking outside the instructional design box
- Instructional design explained - its strengths and limitations.
- How to apply the top instructional design strategies to your learning design.

Part 2: Working with content
- How to keep content relevant, clear and accessible.
- Specific strategies to stop your course design turning into a subject matter expert 'brain dump'.

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- How to make it lasting and effective.

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- When to include it.
- Activities that work and activities that don't.
- Creating effective feedback.

Choose version	Basic £59	Premium £125	Deluxe £175
Complete course notes to download and print	✓	✓	✓
Workbook activities to consolidate your knowledge transfer	✓	✓	✓
Sample course materials with commentary	✓	✓	✓
Detailed follow-up activities to further embed your learning		✓	✓
'How to' step-by-step guide to creating course materials		✓	✓
Personalised 30 minute 1-to-1 coaching session			✓

Overview of the Creating Effective E-Learning Course

Forget boring, page-turning e-learning forever

Discover how to create highly-relevant task-focused e-learning that improves learner performance and gets visible results...

You could just follow the crowd...

You could just follow the crowd. Throw together some PowerPoint slides, import them into your authoring tool and splash some interactions around.

If you want to get glitzy because there's a bit of budget to burn, spend a few grand on some glossy graphic design, a bit of audio, maybe a bit of video - if you're feeling really flush. Hey presto, boring, page-turning e-learning dressed up to look flashy. It might impress the boss or a naïve, high-rolling client, but it'll bore the poor old learners to death.

Or you could follow the proven formulae...

Or you could take the alternative path. Follow the proven formulae. Use tried and tested approaches that banish page-turning e-learning to the history book. Apply design techniques that move away from dry content presentation and have you producing e-learning that gets your learners practising.

Choose version	Basic £69	Premium £139	Deluxe £189
Complete videos and course notes	✓	✓	✓
Workbooks with practice activities to consolidate your learning	✓	✓	✓
Gallery of basic e-learning samples with commentary and analysis	✓	✓	✓
'How to' worked example (detailed step-by-step guide)		✓	✓
Advanced e-learning samples and bonus module		✓	✓
30 minute follow-on consulting session			✓

Motivating and performance-improving

Pull together all of these elements and you'll have

- a massively successful framework to help you develop your e-learning
- confidence that the tools and principles you are applying actually work, and
- a visible, measurable difference in the effectiveness of your instructional design

You'll be well on your way to creating e-learning which:

- motivates your learners
- satisfies your bosses (or clients), and
- gets performance-improving results.

And you don't need to study for years. You don't need to spend thousands on tuition fees. And you don't need to break into a sweat to get a degree. But you can start making a measurable difference to the effectiveness of your e-learning in just a matter of days.

Is this course right for me?

To help you decide, try answering the following questions. Are you...

- new to the world of training with little or no previous experience of designing e-learning?
- a subject matter expert who has suddenly been tasked with creating e-learning about your area of expertise?
- a classroom training person who now needs to developing e-learning?
- an experienced e-learning designer looking to 'think differently' about how you create e-learning courses?
- skilled at using an e-learning authoring tool, but want to develop your instructional design skills and knowledge?

If you answered **yes** to any of these questions, then this course is designed precisely for you.

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Overview of the Creating Effective E-Learning Course

Choose the version of the course that is right for you

You can learn the essential principles of instructional design through taking either the basic, premium or deluxe versions of the course.

Choose the version that is most suitable for you:

Choose version	Basic £69	Premium £139	Deluxe £189
Complete videos and course notes	✓	✓	✓
Workbooks with practice activities to consolidate your learning	✓	✓	✓
Gallery of basic e-learning samples with commentary and analysis	✓	✓	✓
'How to' worked example (detailed step-by-step guide)		✓	✓
Advanced e-learning samples and bonus module		✓	✓
30 minute follow-on consulting session			✓

Creating Effective E-Learning: Basic Version

Spare your learners from boring, predictable page-turning e-learning. Discover how to create highly-relevant task-focused courses that improve learner performance and get visible results...

What you get with the £69 basic version

Our £69 basic version of the course is ideal if you are on a tight budget. The complete package includes:

- Complete videos and course notes.
- Workbooks with practice activities for you to complete, to consolidate your knowledge transfer and learning.
- A gallery of sample e-learning courses with expert analysis and commentary.

What the course covers

The *Creating Effective E-Learning* self-study distance learning course, covers the following four key modules:

Module 1: Your framework for e-learning success
- Turn the standard, content hierarchy-driven view of e-learning on its head
- Use a learner-centred, context-driven approach to your design
- Create relevant scenarios and challenges for your learners
- Provide timely practice activities, support and feedback.

Module 2: Creating a successful e-learning environment
- Connect with your learners through relevance and authenticity.
- Keep them truly engaged through an e-learning environment that has impact and purpose
- Maximise the effectiveness of your e-learning.

Module 3: Design principles for effective e-learning
- Key design principles that can be the difference between your e-learning success and failure
- See the principles in action, across a selection of course designs
- Discover how to apply best practice design principles to your e-learning.

Module 4: Gallery of samples: effective e-learning that works
- View actual courses in action
- Get expert commentary and analysis as you view the courses
- See how other organisations in different industries have created success-driven e-learning.

Choose version	Basic £69	Premium £139	Deluxe £189
Complete videos and course notes	✓	✓	✓
Workbooks with practice activities to consolidate your learning	✓	✓	✓
Gallery of basic e-learning samples with commentary and analysis	✓	✓	✓
'How to' worked example (detailed step-by-step guide)		✓	✓
Advanced e-learning samples and bonus module		✓	✓
30 minute follow-on consulting session			✓

Creating Effective E-Learning: Premium Version

Spare your learners from boring, predictable page-turning e-learning. Discover how to create highly-relevant task-focused courses that improve learner performance and get visible results...

What you get with the £139 premium version

Our £139 premium version of the course gives you everything in the basic version, plus a detailed step-by-step guide, supplementary materials, a bonus module and additional expert insight. The complete package includes:

- Complete videos and course notes.
- Workbooks with practice activities for you to complete, to consolidate your knowledge transfer and learning.
- An extended gallery of sample e-learning courses with expert analysis and commentary.
- Transforming a Page-turner: a 50-page step-by-step guide giving you a detailed blow-by-blow account of how to create an effective piece of performance improving e-learning from start to finish.
- Real-world supplementary materials to go with the step-by-step guide, showing you the work we went through to create an actual piece of e-learning for a paying client.
- Bonus module: Working with Content - analysing and scoping content from subject matter experts.

What the course covers

The *Creating Effective E-Learning* self-study distance learning course, covers the following:

Module 1: Your framework for e-learning success
- Turn the standard, content hierarchy-driven view of e-learning on its head
- Use a learner-centred, context-driven approach to your design
- Create relevant scenarios and challenges for your learners
- Provide timely practice activities, support and feedback.

Module 2: Creating a successful e-learning environment
- Connect with your learners through relevance and authenticity.
- Keep them truly engaged through an e-learning environment that has impact and purpose
- Maximise the effectiveness of your e-learning.

Module 3: Design principles for effective e-learning
- Key design principles that can be the difference between your e-learning success and failure
- See the principles in action, across a selection of course designs
- Discover how to apply best practice design principles to your e-learning.

Module 4: Gallery of samples: effective e-learning that works
- View actual courses in action
- Get expert commentary and analysis as you view the courses
- See how other organisations in different industries have created success-driven e-learning.

Module 5: Transforming page-turning e-learning: a step-by-step development guide
- Detailed step-by-step tasks to follow
- Expert commentary, guidance and analysis as you go
- Discover the insider secrets of how a real-world development project unfolds
- Get a tried and tested blueprint you can replicate to achieve e-learning success.

Bonus Module 6: Working with content
- How to keep content relevant, clear and accessible
- Specific strategies to stop your course design turning into a subject matter expert 'brain dump'.

Choose version	Basic £69	Premium £139	Deluxe £189
Complete videos and course notes	✓	✓	✓
Workbooks with practice activities to consolidate your learning	✓	✓	✓
Gallery of basic e-learning samples with commentary and analysis	✓	✓	✓
'How to' worked example (detailed step-by-step guide)		✓	✓
Advanced e-learning samples and bonus module		✓	✓
30 minute follow-on consulting session			✓

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Creating Effective E-Learning: Deluxe Version

Spare your learners from boring, predictable page-turning e-learning. Discover how to create highly-relevant task-focused courses that improve learner performance and get visible results...

What you get with the £189 deluxe version

Our £189 deluxe version of the course gives you everything in the basic and premium versions, plus a 30 minute 1-to-1 coaching session. The total deluxe package contains:

- Complete videos and course notes.
- Workbooks with practice activities for you to complete, to consolidate your learning.
- An extended gallery of sample e-learning courses with expert analysis and commentary.
- Transforming a Page-turner: a 50-page step-by-step guide giving you a detailed blow-by-blow account of how to create an effective piece of performance improving e-learning from start to finish.
- Real-world supplementary materials to go with the step-by-step guide, showing you the work we went through to create an actual piece of e-learning for a paying client.
- Bonus module: Working with Content - showing you how to analyse and scope content from subject matter experts.
- Personalised 30-minute 1-to-1 coaching session to help you get up and running, plus the option to add more blocks of coaching time at a discounted rate.

What the course covers

The *Creating Effective E-Learning* self-study distance learning course, covers the following:

Module 1: Your framework for e-learning success
- Turn the standard, content hierarchy-driven view of e-learning on its head
- Use a learner-centred, context-driven approach to your design
- Create relevant scenarios and challenges for your learners
- Provide timely practice activities, support and feedback.

Module 2: Creating a successful e-learning environment
- Connect with your learners through relevance and authenticity.
- Keep them truly engaged through an e-learning environment that has impact and purpose
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- See the principles in action, across a selection of course designs
- Discover how to apply best practice design principles to your e-learning.

Module 4: Gallery of samples: effective e-learning that works
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Module 5: Transforming page-turning e-learning: a step-by-step development guide
- Detailed step-by-step tasks to follow
- Expert commentary, guidance and analysis as you go
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- Get a tried and tested blueprint you can replicate to achieve e-learning success.

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Choose version	Basic £69	Premium £139	Deluxe £189
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Workbooks with practice activities to consolidate your learning	✓	✓	✓
Gallery of basic e-learning samples with commentary and analysis	✓	✓	✓
'How to' worked example (detailed step-by-step guide)		✓	✓
Advanced e-learning samples and bonus module		✓	✓
30 minute follow-on consulting session			✓

Practical Information: Completion Time, Registration and Payment

The courses

Both courses are self-study distance learning course. Course materials are available immediately as a digital download from the course catalogue of our learning management system.

How much time do the courses take?

On average, people need the following time to complete the different versions of the courses:

- **Basic**: 4 - 5 hours
- **Premium**: 6 - 7 hours
- **Deluxe**: about 7 - 8 hours of study time, plus an additional 30 minutes for the 1-to-1 coaching that's included with this version.

Where to register

Registration is through our online course catalogue:

https://pacificblue.talentlms.com/catalog/index

How to register

When you register for the course, there are three easy steps to follow:

Step 1: Go to our course catalogue
Go to the course catalogue (see link above). Select the version of the course you want from the catalogue.

Step 2: Set up your LMS account
Once you've selected your course, you'll be taken to a page where you can create an account in our Learning Management System (LMS).

Step 3: Pay for and access your course
Once you are logged in to your LMS account, you'll be taken to a secure page where you can pay for your course. Once payment is approved, you'll have instant access to the course.

No risk money-back guarantee

Here's our rock-solid, no-risk money back guarantee:

If you're not satisfied with the course for any reason, or if it doesn't help you to create better, more effective courses or learning materials, return it within 90 days, for a full refund.
No hassles. No hard feelings.

Secure payment by credit or debit card

We accept payment by Visa, Mastercard and American Express. All our card payments are processed through *Stripe's* secure payment system.

Any questions?

If you have any questions at all about registration or course content, then please contact us:

By phone: 0845 122 7102
By email: enquiry @pacificblue.co.uk
By web contact form: use the contact form on this page on our website:

http://www.pacificblue.co.uk/about/contact