Self-study Distance Learning

Flexible training options to help you create effective, engaging learning

Self-study Distance Learning

pacificblue

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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 4**
- *Creating Effective E-Learning -* Go to **page 9**

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.

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.

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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			✔

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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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• Knowledge transfer explained.
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Part 4: Making practice perfect
• Why you should bother with practice.
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• 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.

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.

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- Connect with your learners through relevance and authenticity.
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- 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'.

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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: 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:

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- Create relevant scenarios and challenges for your learners
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Advanced e-learning samples and bonus module		✓	✓
30 minute follow-on consulting session			✓

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'.

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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