PROFESSIONAL DEVELOPMENT PROGRAM

E-Learning Design & Development

www.cel.sfsu.edu/elearning/

FREE INFORMATION SESSION

Program staff will discuss our curriculum, certificate, and program requirements, as well as the logistics of getting started.

Faculty will be on hand to discuss their careers, and how to enter and advance in the industry.

Please check for the next available date at www.cel.sfsu.edu/elearning/events.cfm
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WHAT IS E-LEARNING?
E-Learning is the use of digital technology to facilitate and enhance learning and training. This use of technology has become so important in today’s world that high schools, colleges, government organizations, nonprofit institutions, and businesses both large and small use e-learning to educate, train, inform, and coach.

Many people think of e-learning as traditional academic courses delivered over the internet. While this is certainly true, e-learning encompasses much more. Anyone who has taken driver’s training online, used computer-based tech support for a PC, watched educational videos on television, listened to a podcast, or read a professional blog, has reaped the benefits of an e-learning product. Nearly all industries today use e-learning to further professional goals.

The Program
SF State Extended Learning offers a professional certificate program in e-learning design & development, providing instruction in design, scripting, production and delivery of e-learning training curriculum—for all sorts of organizations. Certificate courses are conducted as intense short programs that together offer a well-articulated training option. Classes are developed and taught by instructional design and e-learning specialists, all of whom have practical experience in the field.

E-Learning Design & Development Certificate Objectives
The E-Learning Design & Development program comprises two certificate tracks: E-Learning Design (fully online) and E-Learning Development (hybrid). Students may also elect to complete a full E-Learning Design & Development Certificate, which includes both tracks. The E-Learning Design & Development Certificate is 7 courses (10.5 CEUs), and provides a rigorous training option for students interested in developing knowledge and skills in analysis, design, development and evaluation of e-learning. Designed for learning professionals from any field, this program introduces design theories and builds technical skills that apply to a variety of e-learning settings. The E-Learning Design & Development Certificate provides students with broad exposure to principles and applications of e-learning.

Curriculum

E-LEARNING DESIGN (6 CEU) ONLINE

The online E-Learning Design Certificate emphasizes the analysis, design and evaluation of instruction using learning management systems and emergent technologies. Designed for learning professionals from any field, this program introduces design theories and builds technical skills that apply to various e-learning settings. The online e-learning design certificate provides students with broad exposure to principles and applications of e-learning. Certificate requirements are intended to provide students with the core competencies needed by instructional designers, training managers, and other learning professionals.

Take all four required classes:
• Instructional Design for E-Learning (1.8 CEU)
• Adaptive Prototyping in E-Learning (1.8 CEU)
• Managing Learning Systems (1.2 CEU)
• E-Learning Evaluation and Usability Testing (1.2 CEU)

Students earning the online E-Learning Design Certificate will be able to discuss and apply:
• Principles of instructional design as they apply to e-learning, including learning theory, evaluation techniques, asynchronous learning principles, and hybrid instruction styles;
• Effective writing and script treatment strategies, storyboarding and preproduction planning for multimedia;
• Multimedia content production techniques, using industry standards;
• Principles and tools for audio-visual media production as they apply to e-learning development.

Intended Audience
The program is designed for learning professionals in corporate training, human resources, curriculum development, communications and enterprise level strategic implementation. Our students come from businesses, local governments, non-profits, and traditional academic institutions, who all need to create and deploy e-learning. This program will most benefit entry-level and intermediate-level designers, educators and managers who lack formal training in e-learning and instructional design.

E-LEARNING DEVELOPMENT (6.3 CEU) HYBRID

The E-Learning Development Certificate emphasizes the development of e-learning content using engaging multimedia, effective scripts, authoring software, and emerging technologies. Designed for learning professionals from any field, this program introduces design theories and builds technical skills that apply to multimedia content creation, training development, and e-learning content development. The e-learning development certificate provides students with broad exposure to principles and applications of e-learning. Certificate requirements are intended to parallel skills needed by instructional designers, corporate trainers, and other learning professionals.

Take all four required classes:
• Instructional Design for E-Learning (1.8 CEU)
• Multimedia Production for E-Learning (1.5 CEU)
• Writing for Instructional Designers (1.5 CEU)
• Developing Content with Captivate (1.5 CEU)

Students earning the E-Learning Development Certificate will be able to discuss and apply:
• Principles of instructional design as they apply to e-learning, including learning theory, evaluation techniques, asynchronous learning principles, and hybrid instruction styles;
• Administration and production using open source content learning management systems;
• Principles of usability testing, including e-learning interventions, formative evaluation, data analysis and report writing.
How to Begin Taking Classes
• No application process to begin
• Obtain SF State ID and Password
• Register for classes based on individual goals
• Apply for certificate of completion after all classes are completed.

For registration questions, please contact Enrollment Services at (415) 405-7700, press ‘5’ to speak to a staff person.

2013/2014 COURSES

ITEC 9810 INSTRUCTIONAL DESIGN FOR E-LEARNING (1.8 CEU)
Online
This course introduces students to the principles of instructional systems design (ISD), or more commonly: instructional design (ID), as they apply to e-learning. Course participants explore the complexities of designing instruction in various e-learning contexts, including training and development in large and small companies, non-profits, universities and schools. Participants learn classic ID theory and emerging models, and apply these theories in a real context through a simulated design project.
This course has two main objectives:
• Learn instructional design processes and principles as applied to e-learning.
• Develop an initial design plan for an e-learning project.

ITEC 9825 ADAPTIVE PROTOTYPING IN E-LEARNING (1.8 CEU)
Online
Prerequisite: Instructional Design for E-Learning.
This course provides an introduction to common e-learning development tools used in instructional design and content development. Software programs selected for demonstration are based on current industry trends and may change each term, but have included: Captivate, Lectora, and Articulate. The goal of this course is to give students a broad appreciation of current e-learning production methods, and prepare them to present and adapt prototypes.
The course objectives include:
• Provide a method by which students can implement e-learning project plans.
• Give students a solid framework and comfort with rapid production methods.
• Allow students to create a simple portfolio that can be built upon and customized.

ITEC 9840 MANAGING LEARNING SYSTEMS (1.2 CEU)
Online
Prerequisite: Instructional Design for E-Learning.
This course surveys the larger content development issues surrounding production for e-learning publication and subsequent integration with learning content management systems such as Moodle, Sakai, and Blackboard. Common publication and packaging protocols are discussed including the value of learning objects, SCORM and AICC standards. This class will discuss e-learning strategies for blended learning, training environment, screencasting, mobile computing, and student accessibility.
This course has three main objectives:
• Deploy and publish e-learning content.
• Create assessments and evaluation tools.
• Provide familiarity with publication and deployment standards.

ITEC 9835 E-LEARNING EVALUATION & USABILITY TESTING (1.2 CEU)
Online
Prerequisite: Instructional Design for E-Learning.
This course emphasizes the role of formative evaluation and usability testing as an integral part of e-learning development process. Participants review Kirkpatrick’s classic Levels of Evaluation, and explore ways of assessing performance at each level. Special emphasis is placed on the usability testing of e-learning products. As a cumulative project for the course, students plan a study, create plans to collect and analyze data, and plan a summative report for a usability review of an existing product.
This course has three main objectives:
• Review principles of evaluation as used in instructional design.
• Participate in the usability testing of real e-learning products.
• Begin a usability test plan for a real or planned e-learning product.

ITEC 9830 DEVELOPING CONTENT WITH CAPTIVATE (1.5 CEU)
Platform: PC
Prerequisite: Instructional Design for E-Learning.
This course explores content development for e-learning using Adobe Captivate. Students will use Captivate, an industry standard production program, to create media rich deployable content. Common publication and packaging protocols will be discussed, including the value of learning objects, SCORM and AICC standards. This class will survey e-learning content development strategies for blended learning, training environments, screencasting, mobile computing, and student accessibility.
This course has three main objectives:
• Deploy and publish content using Captivate.
• Create in-depth assessment and evaluation tools.
• Provide familiarity with publication and deployment standards.
PROGRAM FACULTY

**Brian Beatty**, Ph.D., is Associate Vice President for Academic Affairs Operations at San Francisco State University, overseeing the use of technology to support teaching and learning across campus. Previously, he was chair and associate professor in the Instructional Technologies department at San Francisco State University, where he taught courses in instructional systems design, distance education, e-learning development, project management, and formative evaluation/usability testing. Dr. Beatty has also provided consulting services to e-learning and “train-the-trainer” programs, and has more than 25 years of experience as a classroom teacher, trainer and instructional designer at high schools, higher education institutions and in the US Navy.

**Kyle Creason**, M.A., has worked as a filmmaker, videographer and educational technologist for more than 15 years at such institutions as the University of North Carolina at Chapel Hill, the University of Southern California and Loyola Law School in Los Angeles. He holds a B.A. in Cinema and an M.A. in Instructional Technologies from San Francisco State University. His areas of specialty include filmmaking, digital videos, editing, digital animation, visual storytelling and multimedia production. www.jkcreason.com.

**Myron Maciejewski**, M.A.Ed., SF State, has written and, in many cases, produced and directed, instructional videos since the mid-1980s. His audiences have ranged from kindergarteners to seasoned tech industry professionals, with content areas spanning networking hardware and software, reading and language arts, natural sciences, industrial safety, and communication skills. He has passed through the gamut of delivery formats, and rounds out his scriptwriting claims with voice-over and on-camera experience.

**Christopher Salem**, D.C., M.Ed., teaches graduate design courses for the Department of Instructional Technologies at San Francisco State University's College of Education and currently holds the position of program coordinator for SF State Extended Learning’s E-Learning Development program. In addition, Dr. Salem is currently the Director for e-learning and distance education programs at the Kaiser Permanente School of Allied Health Sciences.