

Introduction to eLearning Development

Effective eLearning starts with understanding why it matters to both learners and organizations. These key benefits will help you design a course that delivers real value.



eLearning lets you learn anytime, anywhere, fitting easily into any schedule.



It lets learners progress at their pace, revisit topics, and skip content they know.



It cuts costs by eliminating travel, lodging, and printed materials.

VARIOUS ELEARNING PLATFORMS

Choosing the right platform is key to delivering a great learning experience. Different platforms serve different purposes, so select one that fits your learning goals, content style, and audience needs.

Platform Type	Example	Best For
LMS	Moodle or Blackboard	Academic and corporate training
Marketplaces	Udemy or Coursera	Personal skill development
Microlearning	Duolingo or Blinkist	Quick, short-form learning
All-in-One Training Solution	CustomGuide	Customizable courses, course builder, events, and LMS

KNOW YOUR AUDIENCE



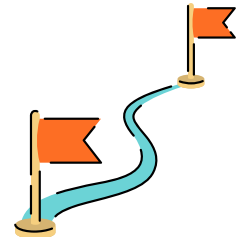
To design an effective eLearning course, you must first understand who you are designing for:

- ✓ Understand learners' goals, background, and skill level.
- ✓ Adapt content to their learning styles and tech comfort.
- ✓ Ensure accessibility for all users and devices.
- ✓ Collect feedback and keep content updated.

DETERMINE COURSE GOALS AND OBJECTIVES

Setting clear goals and objectives keeps your eLearning course focused and outcome-driven.

Goals define broad learning outcomes, while objectives clearly specify the skills or knowledge learners will gain.



Design Effective Content

The way you present your content is just as important as what you teach. To keep learners engaged and help them achieve your course goals, you need to select the right mix of content types, design with clarity, and use tools that enhance the learning experience across all devices.

Mix content to fit audience needs and learning goals.

Prioritize accessibility, mobile use, and continuous improvement through feedback.



- ✓ Use text for detailed explanations learners can review at their own pace.
- ✓ Add visuals (infographics, charts, images) to simplify complex ideas.
- ✓ Include videos for showing step-by-step processes and telling stories.
- ✓ Offer audio (podcasts, narration) for flexible, on-the-go learning.
- ✓ Add interactive elements (quizzes, simulations, polls) to increase engagement and help learners apply new knowledge.
- ✓ Use case studies to connect theory with real-world practice.

Develop Interactive Elements

Interactive elements make learning active, helping learners engage with content, apply knowledge, and get meaningful feedback throughout the course.

QUIZZES

Reinforce learning with short quizzes.

Use multimedia, scenario-based questions, and real-world examples for deeper engagement.

SCENARIOS

Design realistic scenarios with decision points.

Use visuals and audio to enhance and support practical learning.



FEEDBACK

Give clear & constructive feedback.

Use immediate feedback for checks and delayed feedback for reflection.

ACCESSIBILITY

Make all interactive elements fully accessible.

Use alt text, keyboard navigation, captions, and test regularly.

Use a Learning Management System (LMS)

After building your course, it's important to run it smoothly and keep improving it. An LMS helps you deliver, manage, and track your eLearning courses. Here are a few key things to know when using an LMS:

WHAT IS AN LMS?

A Learning Management System (LMS) is software used to create, deliver, and track eLearning courses.



- Know your needs and understand your audience size, content types, and reporting requirements.
- Choose a platform that can scale and grow with your audience over time.
- Prioritize ease of use so both learners and instructors can navigate it effortlessly.
- Ensure it integrates smoothly with your other tools and systems.
- Look for strong support and regular updates to keep everything reliable and current.

IMPLEMENT AND ASSESS YOUR COURSE

- ✓ Launch the course by uploading content and setting up the structure.
- ✓ Manage learners by enrolling users and customizing paths.
- ✓ Track progress by monitoring completions, scores, and engagement.
- ✓ Evaluate effectiveness through feedback and data analysis.
- ✓ Revise and improve content based on insights and trends.

If you want an easy way to build courses, track progress, and engage learners, **CustomGuide** is an all-in-one training solution that offers everything you need in one simple platform.



Follow eLearning Industry Standards

Following eLearning standards ensures your courses are high-quality, accessible, and compatible across all platforms. Here are the key standards to know:

1 **SCORM** ensures your course runs on any LMS and is easy to track and reuse.

2 **xAPI** captures a wide range of learning experiences for a complete view of learner progress.

3 **WCAG** makes your content accessible through clear and user-friendly design.

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- Digital Literacy
- Software Applications

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- Career
- Higher Education
- Job Hunting

 Microsoft

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- Copilot
- Excel
- OneDrive
- Outlook
- PowerPoint
- Teams
- Windows
- Word

 Wellness

- Mental Health
- Personal Growth
- Well-Being
- Work/Life Balance

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Includes	Paid Plans			
	Free	Starter	Custom Plans	
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