



## A Course for Creating Online Courses

### About the Project

During 2020 with the COVID-19 pandemic, many educators/consultants/business owners were moving their training to online delivery with little to no knowledge of the learning design theories and practices. During the year I saw many course creators emerge, delivering courses that were knowledge dumps in hour-long videos. Not only is this not a scalable form of training, but it is also a passive form of training that severely disadvantages the learning journey.

This project was designed to assist businesses, Registered Training Organisations (RTOs), and entrepreneurs to learn about the principles of designing courses and building a foundation to create an engaging learning journey.

### Details

**Type:** Asynchronous training with live Q&A questions to support the students learning

**Client:** Internal Project (The Stella Way)

**Tools Used:** TalentLMS (initially), Thinkific, Articulate Rise, Loom, Zoom, PowerPoint, Google Sheets, Google Console, StoryboardThat, and [primitive] post-it notes

### Interactive Lesson Type Example

1. [Scenario-Based Learning](#)
2. [Use of clickable tabs and cards](#)
3. [Interactive cards with knowledge check quiz](#)
4. [Flashcards and drag & drop](#)



## Results

23.5% student completion rate as opposed to the [industry standard of 10%](#). 50% of the completed students successfully implemented these techniques into their business concurrent to their studies.

Two student's projects and feedback is below:

**Paul Pellier, Director at [Accelier](#)**, successfully designed and delivered the E-Learning Facilitator Micro-credential (TAEDL501) to 55 education professionals. You can read further about his success in this [case study](#).

### Feedback from Paul:

Kat is a highly experienced professional with such a vast skillset and range of experience that she is able to easily understand your unique situation, and work with you to determine unique problem-solving techniques, especially in the e-learning space. As our world shifts and adjusts to new remote ways of working and learning, it's never been more important to invest in the wisdom of someone like Kat. Quality e-learning experiences are no longer the cute and novel nice-to-haves. They are critical in people's learning and skill development - crucial to organisational success. Kat is someone with an intimate knowledge of how all this works and is capable of helping you create exceptional e-learning experiences.

**Noha Barrania, Founder and Managing Director of [Edu Lane](#)**, created a course for early education professionals to assist them in the transition to teaching online.

### Feedback from Noha:

This is a very beneficial course with easy to implement and practical tools. You will keep progressing very well without feeling overwhelmed. And the most important thing is the instructor is very helpful and collaborative. I promise, you will enjoy the journey.

## Key Challenges

- Finding a suitable platform that provides multiple lesson types to demonstrate the opportunities of online learning.
- Identifying pre-existing knowledge of international students and creating an appropriate learning journey.
- Integrating multiple platforms into one student experience. For example, the student was to remain in the Thinkific learning dashboard during the course without being redirected to other platforms (e.g. Zoom, Loom, or Google Console) nor had to download PDF resources or upload assessment homework. All was to be completed in the one dashboard.



## The Approach

1. Market Research to identify what was required both from a cold and warm audience
2. Interviews during the market research stage with potential clients and what they needed/wanted to successfully deliver a course
3. Design of learning outcomes aligned to the market research feedback with achievable knowledge, skills, and abilities (KSAs)
4. Course outline defining the most suitable lesson types, activities, and assessments to support the students achieve the outcomes
5. Designed a student journey through storyboarding to find any gaps in the previous steps
6. Research and selected a suitable platform based on the above steps (e.g. the research criteria)
7. Organic marketing for student signups
8. Created drip content that focused on what the students needed and wanted based on preliminary research and feedback collected through previous modules (both direct and indirect feedback)

