**Design for How People Learn**

Products, technologies, and workplaces change so quickly today that everyone is continually learning. Many of us are also teaching, even when it's not in our job descriptions. Whether it's giving a presentation, writing documentation, or creating a website or blog, we need and want to share our knowledge with other people. But if you've ever fallen asleep over a boring textbook, or fast-forwarded through a tedious e-learning exercise, you know that creating a great learning experience is harder than it seems. In Design For How People Learn, Second Edition, you'll discover how to use the key principles behind learning, memory, and attention to create materials that enable your audience to both gain and retain the knowledge and skills you're sharing. Updated to cover new insights and research into how we learn and remember, this new edition includes new techniques for using social media for learning as well as two brand new chapters on designing for habit and best practices for evaluating learning, such as how and when to use tests. Using accessible visual metaphors and concrete methods and examples, Design For How People Learn, Second Edition will teach you how to leverage the fundamental concepts of instructional design both to improve your own learning and to engage your audience.

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**Design for how People Learn**

**DESIGN EFFECTIVE LEARNING EXPERIENCES WITH THIS UNIQUE GUIDE** We need to learn new things constantly to keep pace with our crazy, information-packed environments. Many of us are also being asked to share our knowledge with others, even when teaching isn't in our job descriptions. But if you've ever had your attention wander during a boring class, or fast-forwarded through a tedious exercise, you know that creating a great learning experience is harder than it seems. And even when someone makes it through that book or course, how much of it is going to stick? In Design For How People Learn, you'll discover how to use the current science and theory about how people focus, learn, and remember to create materials...
that enable your audience to gain and retain the knowledge and skills you're sharing. Using accessible visual metaphors and concrete examples, Design For How People Learn will teach you how to: * Use the fundamental concepts of learning design to make yourself a better learner * Attract and maintain your audience's attention * Effectively communicate your knowledge to others. * Make learning sticky. 'I'm delighted to have this witty, insightful, cleverly illustrated guide.' MICHAEL W. ALLEN, Ph.D., E-LEARNING PIONEER

**The Accidental Instructional Designer - Learning Design for the Digital Age**

Don't create boring e-learning! Cammy Bean presents a fresh, modern take on instructional design for e-learning. Filled with her personal insights and tips, The Accidental Instructional Designer covers nearly every aspect of the e-learning design process, including understanding instructional design, creating scenarios, building interactivity, designing visuals, and working with SMEs. You'll learn all about the CBT Lady and how to avoid her instructional design mistakes. Along the way, you'll hear from a few other accidental instructional designers, get ideas for your own projects, and find resources and references to take your own practice to the next level. The Accidental Instructional Designer is perfect for the learning professional or instructional designer who is just getting started with e-learning—or the more experienced practitioner looking for new ideas. In addition to sharing proven techniques and strategies, this book: covers best practices and what to avoid when designing an e-learning program presents e-learning in action through various case studies shows how you can go from being an accidental instructional designer to an intentional one.

**How People Learn - Designing Education and Training that Works to Improve Performance**

What if we have been wrong about learning? Learning may have more in common with marketing than we thought. Looking at marketing and learning's common root, How People Learn shows L&D professionals a new way of thinking about learning by exploring what happens when we learn. It considers applications from AI, marketing and ethics and is informed by psychology and contemporary neuroscience in order to show L&D professionals how to design training with their employees in mind so that training makes a real difference to skills, capabilities, performance and development, rather than being a waste of time, money and resources. Using the author's '5Di model', How People Learn demonstrates how to define, design and deploy training in a user-centred way so it works both for and with employees. It also includes guidance on what training resources to create when employees are actively searching for learning content. Using this book, L&D practitioners will be able to use pull and push techniques to provide content that people use and experiences that transform their behaviour. From how to use simulations, storytelling and anticipation to the importance of observation and status, this book gives L&D professionals everything they need to build effective training programmes and learning experiences. With a foreword by Dr Roger Schank, the Chairman and CEO of Socratic Arts and Executive Director of Engines for Education, and case studies from companies such as BP and the BBC, this is an urgent read for learning professionals.
Designing for Modern Learning - Beyond ADDIE and SAM

Meet Learning Needs With New Tools and New Thinking Learning is no longer an activity or luxury that only occurs at specific stages in your life or career. With the digital revolution, learning has become immediate, real-time, and relevant whether you’re young, old, in the workforce, in school, or at home. As a learning and development professional, you’ve likely confronted the digital learning revolution armed with instructional design models from the pre-digital world. But today’s digital universe has a new model to address its wealth of new technologies and a new philosophy of learning experience design: learning cluster design. Designing for Modern Learning: Beyond ADDIE and SAM offers you and your learners a new way to learn. It describes the fundamental shift that has occurred in the nature of L&D’s role as a result of the digital revolution and introduces a new five-step model: the Owens-Kadakia Learning Cluster Design Model (OK-LCD Model), a new five-step model for training design that meets the needs of modern learning. The model’s five steps or actions are an easy-to-follow mnemonic, CLUSTER: • Change on-the-job behavior • Learn learner-to-learner differences • Upgrade existing assets • Surround learning with meaningful assets • Track transformation of Everyone’s Results. In each chapter, the authors share stories of business leaders, L&D professionals, and learners who have successfully adopted the OK-LCD Model, detailing how they altered organizational mindsets to meet the needs of modern learners and their organizations. Included are how-to features, tools, tips, and real-life “in practice” sections. This is an exciting time to be in L&D. It’s time to join the revolution.

Visual Design Solutions - Principles and Creative Inspiration for Learning Professionals

Enhance learners’ interest and understanding with visual design for instructional and information products. No matter what medium you use to deliver content, if the visual design fails, the experience falls flat. Meaningful graphics and compelling visual design supercharge instruction, training, and presentations, but this isn't easy to accomplish. Now you can conquer your design fears and knowledge gaps with Visual Design Solutions: a resource for learning professionals seeking to raise the bar on their graphics and visual design skills. This informal and friendly book guides you through the process and principles used by professional graphic designers. It also presents creative solutions and examples that you can start using right away. Anyone who envisions, designs, or creates instructional or informational graphics will benefit from the design strategies laid out in this comprehensive resource. Written by Connie Malamed, an art educator and instructional designer, this book will help you tap into your creativity, design with intention, and produce polished work. Whereas most graphic design books focus on logos, packaging, and brochures, Visual Design Solutions focuses on eLearning, presentations, and performance support. Visual Design Solutions includes practical guidelines for making smart design choices, ways to create professional-looking products, and principles for successful graphics that facilitate learning. Ideal for instructional designers, trainers, presenters, and professors who want to advance from haphazard to intentional design, this book will help them realize their design potential. Gain the knowledge and confidence to design impressive, effective visuals for learning. Increase learner comprehension and retention with visual strategies offered by an expert author. Serves as a reference and a resource, with a...
wealth of examples for inspiration and ideas. Addresses an intimidating topic in an informal, friendly style. In four parts, the book provides a thorough overview of the design process and design concepts; explores space, image, and typography; and presents workable solutions for your most persistent and puzzling design problems. Get started and begin creating captivating graphics for your learners.

**Designing Accessible Learning Content - A Practical Guide to Applying best-practice Accessibility Standards to L&D Resources**

Making learning and development (L&D) content inclusive and accessible for everyone is not only a good thing to do, it’s the right thing to do. Designing Accessible Learning Content provides evidence-based advice on designing digital learning content that ensures all learners are included and are therefore able to perform to their full potential. This is a practical guide on accessibility for anyone involved in the design, creation, development or testing of online learning content. It provides detailed guidance on how to meet the Web Content Accessibility Guidelines making it essential reading for L&D professionals, instructional designers and course developers who need to comply with legal accessibility requirements. Using the author's 'eLearning Accessibility Framework', Designing Accessible Learning Content demystifies sometimes complex technical accessibility standards and provides an easy to follow contextual framework uniquely designed for learning content created using any authoring tool. This book also demonstrates how creating accessible learning content can improve usability and provide the best possible learning experience for everyone. In addition, it offers essential background information such as a focus on disability, an overview of assistive technology and an exploration of the case for digital accessibility. This guarantees that L&D professionals have the vital background knowledge they need to make sense of accessibility before they begin practically applying the principles. With online checklists, learner case studies, and industry perspectives, Designing Accessible Content is an essential handbook for all L&D professionals seeking to harness the benefits of accessibility in order to improve their learning content for everyone.

**Graphics for Learning - Proven Guidelines for Planning, Designing, and Evaluating Visuals in Training Materials**

Are you getting the most learning value from visuals? Thoroughly revised and updated, Graphics for Learning is the second edition of the bestselling book that summarizes the guidelines for the best use of graphics for instructional materials, including multimedia, texts, working aids, and slides. The guidelines are based on the most current empirical scientific research and are illustrated with a wealth of examples from diverse training materials. The authors show how to plan illustrations for various types of content, including facts, concepts, processes, procedures, and principles. The book also discusses technical and environmental factors that will influence how instructional professionals can apply the guidelines to their training projects. Praise for the First Edition "For years I've been looking for a book that links cognitive research on learning to graphics and instructional design. Here it is! Ruth Clark and Chopeta Lyons not only explain how to make graphics work—they've created a very interesting read, full of useful guidelines and examples." —Lynn Kearny, CPT, instructional designer and
graphic communicator, Graphic Tools for Thinking and Learning "Finally! A book that integrates visual design into the larger context of instructional design and development." —Linda Lohr, Ed.D., author, Creating Graphics for Learning and assistant professor, University of Northern Colorado

**Course Design Strategy - The Art of Making People Learn**

This book is packed with strategies and insights that will help you design better training courses. It focuses on how people learn as the key factor in making design decisions. The book shows you how to design a good course for any field, no matter what medium you use to deliver it. Learn how the brain works, how people forget, how to gain and maintain attention and how to make a subject interesting. Then use the easy-to-follow guidelines to design strategically by increasing curiosity, making content emotional, making learners practise what they have learned and using failure as a teaching tool. The art of designing a course and making people learn is mastered through practical experience of running courses; the science is gained by evidence-based research on how people learn. The book combines the two, offering many examples and studies in cognitive psychology, neuroscience, instructional design and training the trainer. You will find lots of examples and studies in the book that provide insights that may not be obvious but that lead to important design decisions. They will change forever how you think about training design and delivery and help you design courses that your learners will love. In Course Design Strategy, you will learn:  

- How to make content memorable  
- What learners expect from a course  
- How people learn and forget, and why this should be the cornerstone of any course design  
- How to use eureka moments and eureka concepts as the building blocks of course design  
- How to make content easy to learn  
- Why the presence of a feedback loop is crucial to learning  
- How to use exercises and tests to enhance learning

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**Fauci says vast majority of vaccinated Americans should get COVID-19 booster**

“We’d like to get as many people who were originally vaccinated with the first regimen boosted,” Fauci said in an interview for the upcoming Reuters Next conference. Asked to ...

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**Indigenous graduation celebration**

And of course...most of all, I will miss all of the amazingly awesome people I met here during my time at Concordia. Congratulations to everyone on this well-deserved special occasion! I did not ...