

You're holding a field guide for creating digital and blended learning scenarios.
Use this process to deliver learning experiences for all kind of topics.

Handbook for the Content Development Process

Didactical principles and our way of approaching content development

How to get from a topic to a learning success

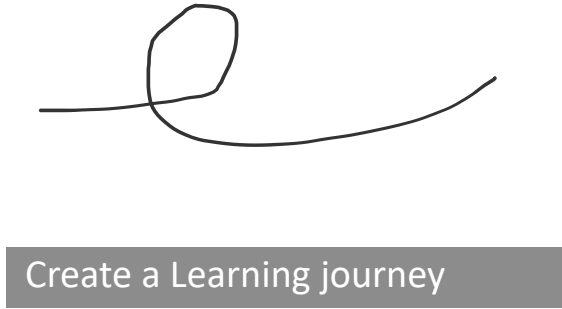
- Principles
- 1. Plan
- 2. Realize
- 3. Test & Improve



Topic



Understanding the learner



Create a Learning journey



Learning success

Understanding the learner

Learning with a digital medium requires a learner-centered approach in order to develop a meaningful, engaging and effective learning experience.



Principles



1. Plan



2. Realize

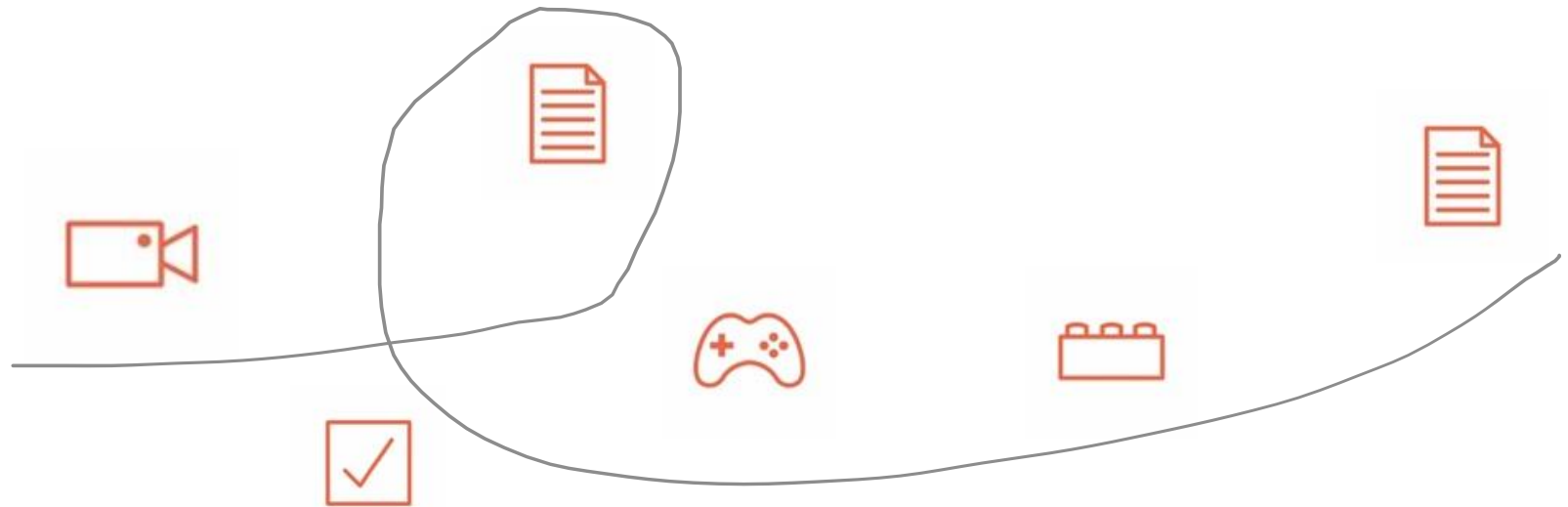


3. Test & Improve



Create a Learning Journey

The learning phases of the learning journey are varied and practice-oriented.



Principles



1. Plan



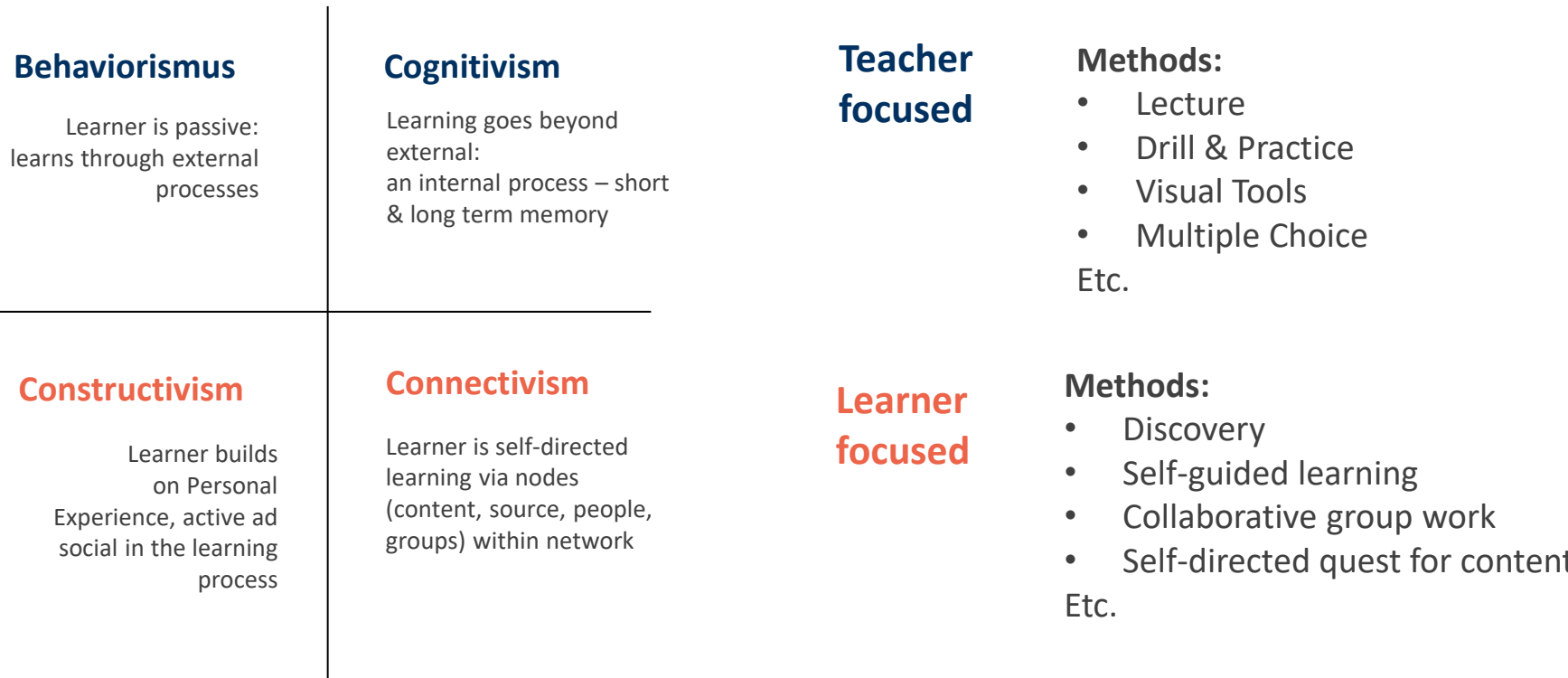
2. Realize



3. Test & Improve

Theory of learning

The **competence to act** requires a **learner-focused** approach.



- Principles
- 1. Plan
- 2. Realize
- 3. Test & Improve

Roles & Expertise in the Content Development Process

The following roles are typically required when it comes to the development of learning content. Depending on the size of the projects, some roles are not needed.



DIDACTIC SPECIALIST
«Owner» of the project. He initiates the project and is responsible for the content creation and the accuracy as well as the match between content and learning objectives.



PROJECT MANAGER
The person who manages the resources/finances and coordinates between the various stakeholders. Depending on the project scope, this role can be fulfilled by the didactic specialist.



MEDIA DESIGN
If needed: Graphic designer that develops the visual appearance of a medium. Often time, the media designer and developer are the same person.



ADMINISTRATION
Manages the coordination and administrative tasks of the project. Depending on the project size, the PM fulfills this role.



MEDIA DEVELOPMENT
Media Production specialist that produces the media following the media-designers proposal



Principles



1. Plan



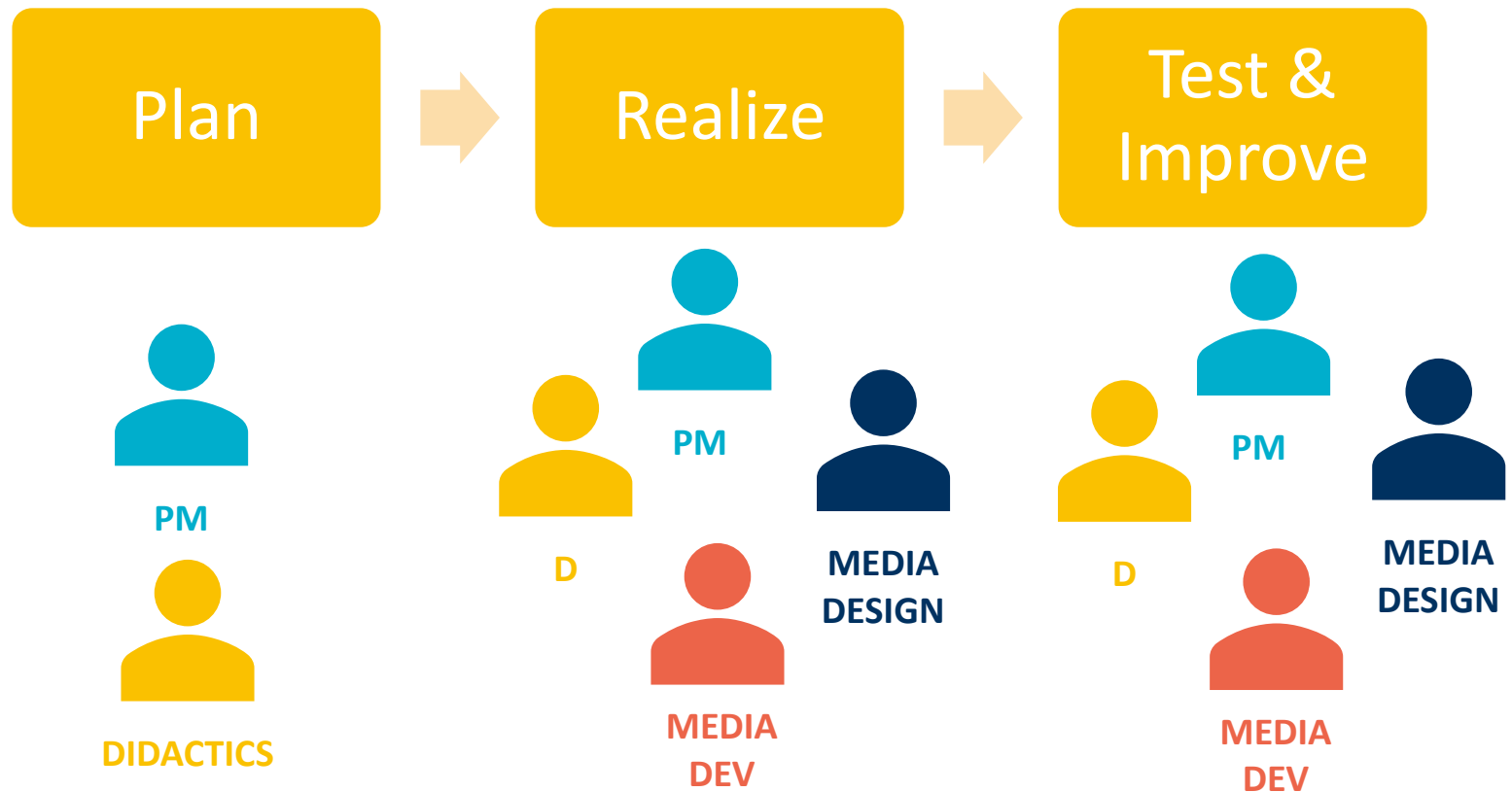
2. Realize



3. Test & Improve

Roles Involvement during the Content Development Process

- Principles
- 1. Plan
- 2. Realize
- 3. Test & Improve



1. PLAN

Topic / Subtopic

Choose the topic you want to create learning media for. For individual work at home, theoretical topics might be suited better.

TEXTFIELD

- What methods do you want your students to use?

TEXTFIELD

- Is the topic being taught in class, at home, in groups or individually in class?

TEXTFIELD



Principles

1. Plan

2. Realize

3. Test & Improve

Target Audience / Persona

Principles

Describe your target audience in detail. Try to develop empathy with your students. It's an important step when it comes to develop learning media.



1. Plan

+ ADD TARGET GROUP & PERSONA -> TEXTFIELD

Link to Word Document (Persona)

2. Realize

- What challenges do your students face when it comes to studying the topic?

TEXTFIELD

- What is their situation at home? Do they have access to the Internet?

TEXTFIELD

3. Test & Improve

- How do they learn best?

TEXTFIELD



Everyday situations / Scenarios

Principles

When developing learning content, try to use real-life scenarios that are based on actual activities they will encounter



1. Plan

- *In which situation will the student be facing the topic you are trying to teach?*

TEXTFIELD

- *What are the main activities of the student in regard to the topic?*

TEXTFIELD



2. Realize

- *What activities are tied to the Learning Objectives?*

TEXTFIELD

3. Test & Improve

Learning Journey

Principles

1. Plan

2. Realize

3. Test & Improve

Sketch out the learning journey of the topic. The learning journey provides an on when to use which medium for a certain topic. Visualize it with the medium you feel most comfortable with.

Link to presentation: Training II

[Examples](#)

- When will the students work independently?

TEXTFIELD

- How much can be done at home?

TEXTFIELD

- When will you work in small groups in the classroom?

TEXTFIELD



Content / Available Media

This is about collecting and sorting all contents that already exist.

This can be existing texts, exercises or learning media (digital or analogue).



- What are the current learning contents for your topic?

TEXTFIELD

- Is the available content still up-to-date

TEXTFIELD

- Is the content relevant and practical, or learner-oriented?

TEXTFIELD



- Is there any existing learning media available?
(Youtube, Khan Academy, Infographics, Brochures etc.)

• *TEXTFIELD*

Principles

1. Plan

2. Realize

3. Test
& Improve

Scheduling / Milestones

Principles

1. Plan

2. Realize

3. Test & Improve

Create project planning in rough time units (weeks / months) and set the resulting milestones.



Link to presentation: Training II

- When should the learning offer be completed?
- *TEXTFIELD*
- When should it be introduced?
- *TEXTFIELD*
- Are there desired dates or set dates with dependencies?
- *TEXTFIELD*
- When should it be tested?
- *TEXTFIELD*
- Which factors lead to a necessary update
- *TEXTFIELD*



Finances / Budget

The production of educational media is time and resource-intensive. For developing a script, Lernetz estimates about 3-4 working days. Excluding any media production.



- Do I have to produce new media or can I work with existing media (verify copyright)

TEXTFIELD

- How many people need to be involved and do I need external resources?

TEXTFIELD



Principles

1. Plan

2. Realize

3. Test & Improve

2. REALIZE

Sketching Structure (WAIPA)

For an engaging learning experience a learning module can be structured according to the so-called WAIPA scheme. In this way, good conditions for the learning process can be ensured to promote a learning success.

WAIPA is an acronym and stands for:

W = Welcome
A = Activating existing knowledge
I = Inform
P = Process
A = Analyse

Link to presentation: Training II

- Did I follow the structure of the proven didactical pattern WAIPA?
TEXTFIELD



Principles

1. Plan

2. Realize

3. Test
& Improve

Script

Principles

1. Plan

2. Realize

3. Test & Improve

A script is a detailed description of the learning unit to be developed. It contains text and media that is displayed on the screen and describes missing media.

Link to presentation: Training III

Link to presentation: Training IV

Examples

- Which information, tasks, questions should the learners be confronted with and when?

TEXTFIELD

- How can the range of content to be worked on be limited and logically structured according to WAIPA?

TEXTFIELD



Media Development

Principles

Working with digital learning content, you should make use of different kinds of media (audio, video, ebooks, photos, etc.) to teach your content.



1. Plan

- Why do you want to use as a medium?

TEXTFIELD

- Is there already a medium online that I can use? (verify copyright)

TEXTFIELD

2. Realize

- Can you produce the medium yourself? (Record by phone?)

TEXTFIELD



3. Test & Improve

- Where can you get support for the production?

TEXTFIELD

3. TEST & IMPROVE

Testing

Principles

The most effective way of understanding what works and what doesn't, is to **watch people use it**.



This is the essence of testing.

1. Plan

Typical questions for testing content of learning offers:

- Are the prepared contents so good that the learners can work on desired topics independently?

TEXTFIELD

2. Realize

- Are the texts easy to understand?

TEXTFIELD



3. Test & Improve

- What is the level of the media used (are they helpful?)

TEXTFIELD

Adjustments and Improvements

Principles

Implementation of changes and updates to make progress toward a better learning success. Must be done at different stages of design/development to eliminate usability and content issues.



1. Plan

One of the biggest hurdles we must overcome when we create any learning offer is getting past the honeymoon phase of, “look at this awesome thing I created” and on to the more realistic and productive phase of, “just because I created it doesn’t make it awesome.”



2. Realize

- Did i adjust and improve my content?

TEXTFIELD

3. Test & Improve

GO Live

Make your content available to your students and your colleagues. Make sure to get feedback from your colleagues once your content is live. Use the feedback for further improvements.



- Do you know how to publish your content, or do you know where do get help?

TEXTFIELD

- Who should know about your work?

TEXTFIELD



- Test and evaluate the content – is it understandable? Did you reach your learning goals?

TEXTFIELD

Principles

1. Plan

2. Realize

3. Test & Improve