

# Designing Virtual Learning Using Instructional Design

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## Welcome



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## Why We Are Here




Image by Arek Socha from Pixabay

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## Overcoming Objection

- Skepticism
  - Bad past experiences
    - Poorly delivered
    - Technical issues
    - Boring presentations
  - Unaware of current technology




Photo by Charles Deluvio on Unsplash

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## It Doesn't Have to Suck

“Melisa was an awesome presenter. As a CPA, I take a lot of classes and she was by far one of the best presenters I have had. She was amazing at keeping me engaged and explaining the information in an understandable and usable format. Utilizing Zoom and the class break out sessions were very engaging and fun. I would definitely take a class this way again. Please let me know if you teach the CIA material. I would definitely sign up for your class.”



Image by Mohamed Hassan from Pixabay

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## Instructional Design Basics



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## Andragogy

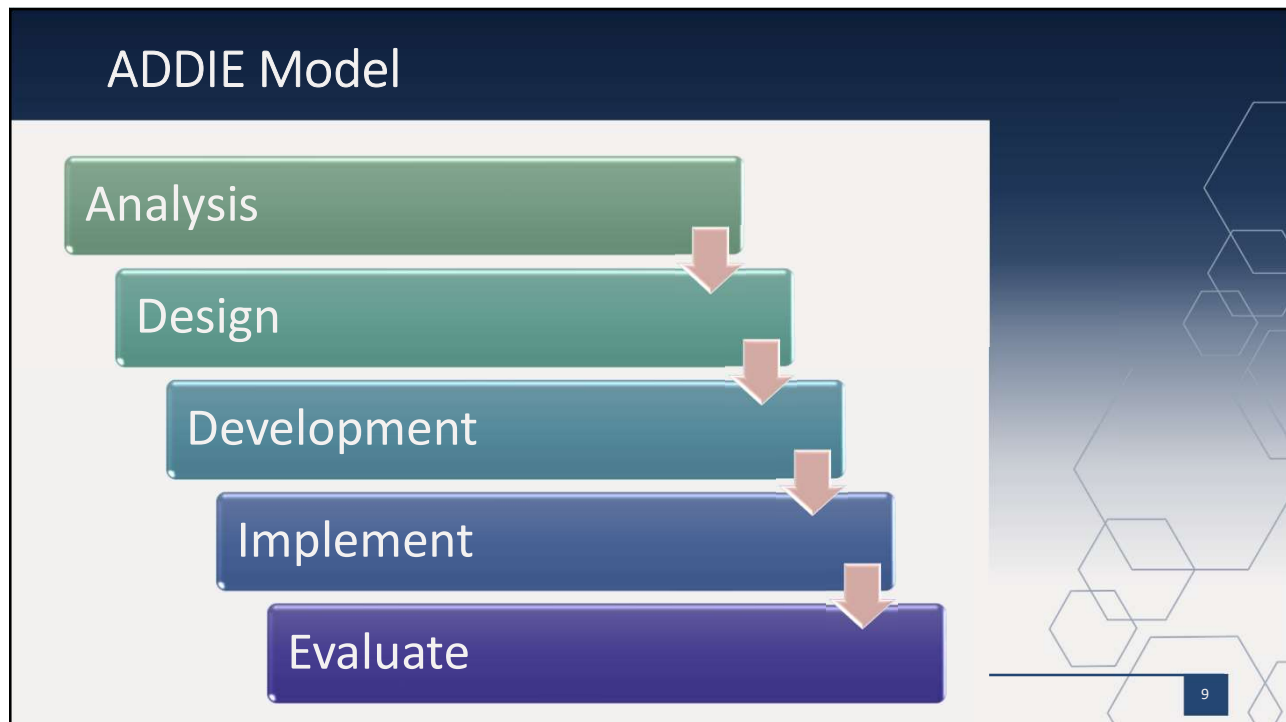
- You are teaching adults, not children
  - Prior experience
  - Motivation (internal)
  - Orientation to learning

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## Facilitation

- Requires high level of participation among learners
- Not a teller of information
  - Instruction vs. facilitation

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## Analysis

- Needs Assessments
  - Understand audience
- Goals for Training
  - Individual
  - Corporate

Image by RichFL from Pixabay

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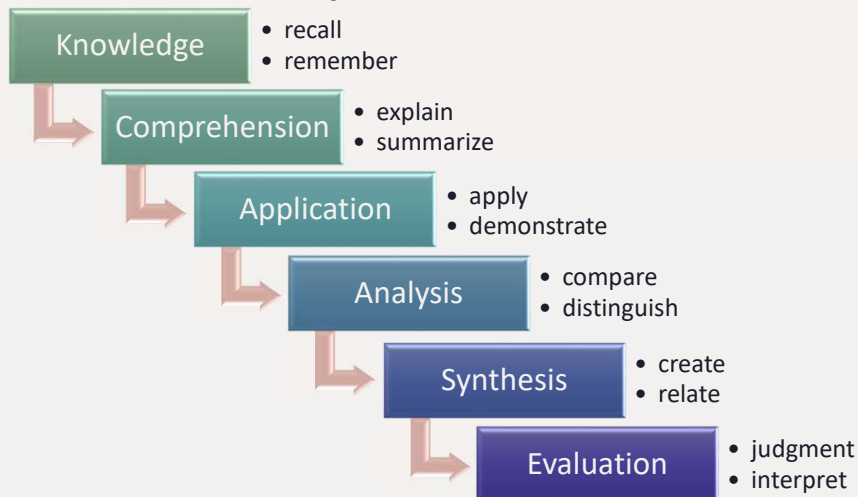
## Design

- Learning Objectives
  - What will learner be able to do after course
  - ACTION / OBSERVABLE
  - Should tie back to goal of course
  - WIIFM

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## Design

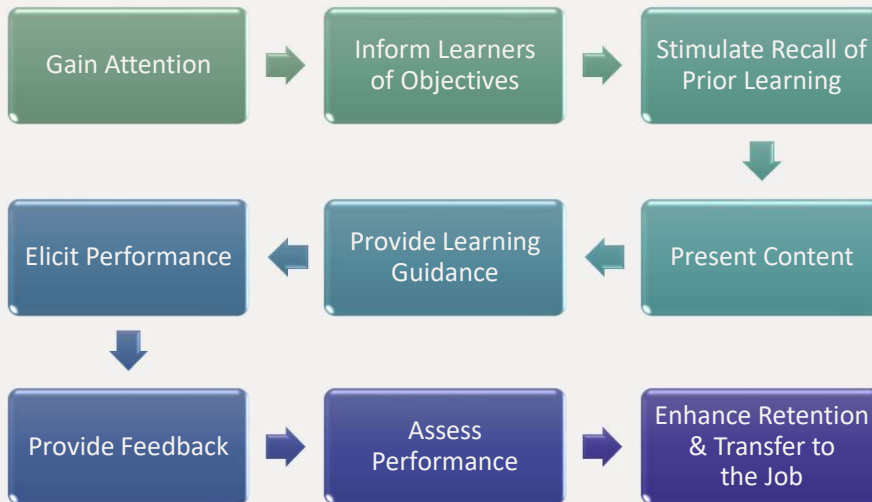
### Bloom's Taxonomy



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## Design

### Gagne's Nine Events



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## Design

### ROPES:

Phase	Methods
<b>R</b> eview & Relate	Introductory exercise, Statistics, Scenario Problem, Pre-Assessment Review, Icebreaker
<b>O</b> verview	Learning Objectives, Participant Goals
<b>P</b> resentation	Small chunks, Proper Sequence, Relevant Visuals, Examples, Engaging
<b>E</b> xercise	Case Studies, Games, Small Group Discussion, Provide Feedback
<b>S</b> ummary	Knowledge Checks, Summarize, What will they do differently

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## Development

- Visuals

- Avoid overuse of animation
- Consider cognitive overload



- Text

- No extra text
- Tables, lists
- Minimize words
- Less is more

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## Development

- Audio

- Do **NOT** read on-screen text
- Do explain complex or animated visuals
- Do use examples
- Do tell stories

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## Development

- Slides
  - Lots of white space
  - One idea
  - Maximize images (REAL images)
  - Minimize text (Key words)

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## Development

- Handouts
  - Not necessarily just the slides
  - Consider reference materials
  - Job aids
  - Worksheets
- How will content be shared?

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## Development

Tests	Cases	Quizzes
Evaluations	Breakouts	Small Group Discussions
Interactive Elements	Polls	


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## Implement

- Consider a Pilot
- Marketing the Course
  - Prerequisites
  - Pre-work or pre-reading
  - Course description
  - Learning objectives

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## Implement

- Course Delivery

Live Online      On Demand

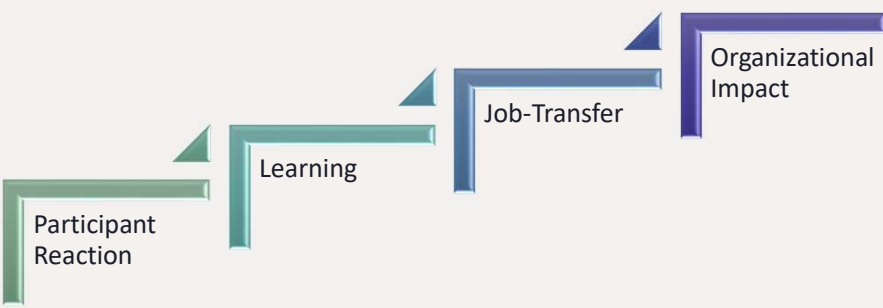


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## Evaluation

### Kirkpatrick's Four Levels




Participant Reaction

Learning

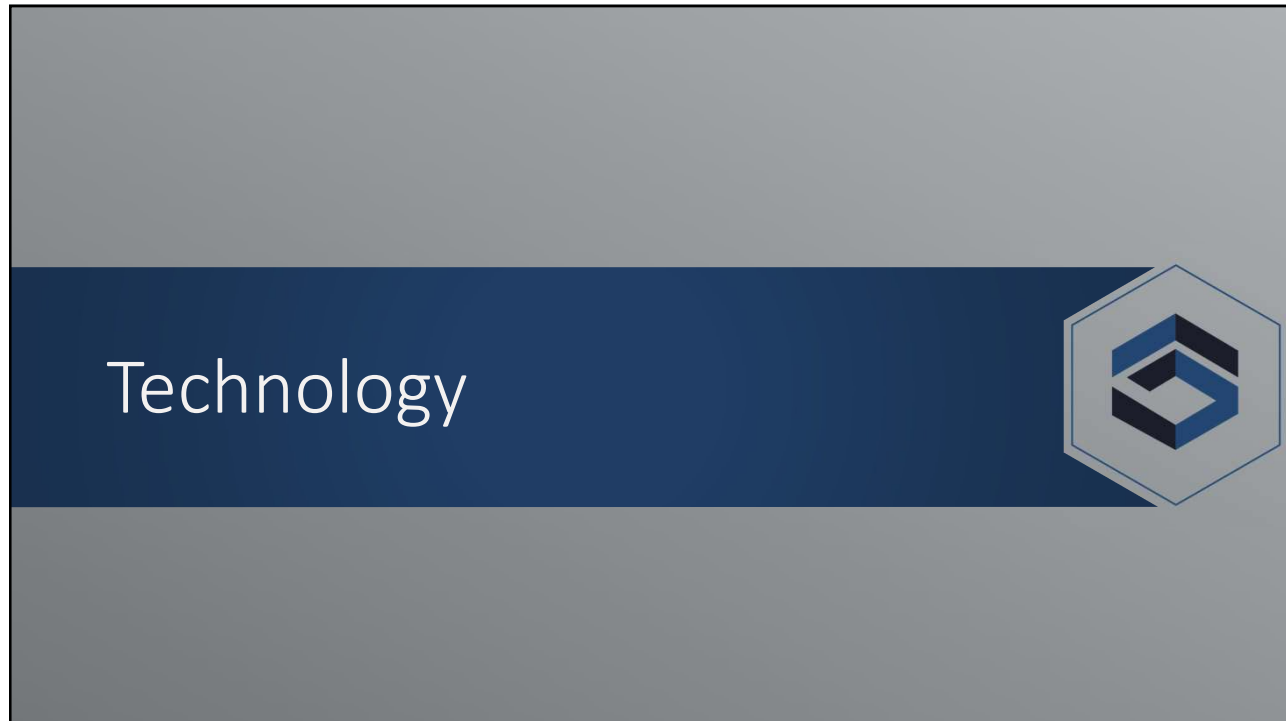
Job-Transfer

Organizational Impact



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## Technology Considerations

- Instructor Considerations
  - Hardware (on demand)
    - Video editing requires computing power
  - Software (on demand)
    - Video recording and editing
    - Screen capture
  - SAAS (webinar/webcast)
    - Options for streaming



The slide features a dark blue header with the title "Technology Considerations" in white. Below the header is a light gray content area containing a bulleted list. The list is organized into three main categories: "Instructor Considerations", "Hardware (on demand)", "Software (on demand)", and "SAAS (webinar/webcast)". Each category has sub-bullets. The right side of the slide has a decorative background of overlapping hexagons in various shades of blue and white. At the bottom left is the Galasso Learning Solutions logo, and at the bottom right is a small blue square with the number "24" in white.

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## Technology Considerations

- Student Considerations
  - Internet access & speed
  - Environment - headphones/ear pods
  - Mobile devices
  - Do attendees have to download an application?
    - Compatibility and VPN conflicts

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## Video

- Full HD (1080p)
  - 4k and larger may be the future
    - Harder to render and reliably stream now
- Clear
  - Sharpness of image
- Consider Bandwidth (if streaming)

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## Camera Options

- In computer
- Standalone webcam
- Smart phone
- DSLR camera (on demand)
  - watch for video recording limits
  - use a prime lens if in your budget
- Video camera (on demand)



Image by M Ameen from Pixabay  
 Image by Artur Czuba from Pixabay  
 Photo by Michael Soledad on Unsplash



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## Lighting Options

- Vlogging kit
  - Single LED ring light
- Diffuse lighting
  - Softbox lights
  - Photography umbrellas
- Natural lighting



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## Audio

- Clear connection
  - Minimize background noise
  - Participant noise

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## Microphone Options

- In computer
- Standalone
  - Directional microphone
  - Lapel
  - Boom
- Headsets
- Smart phone

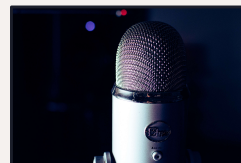
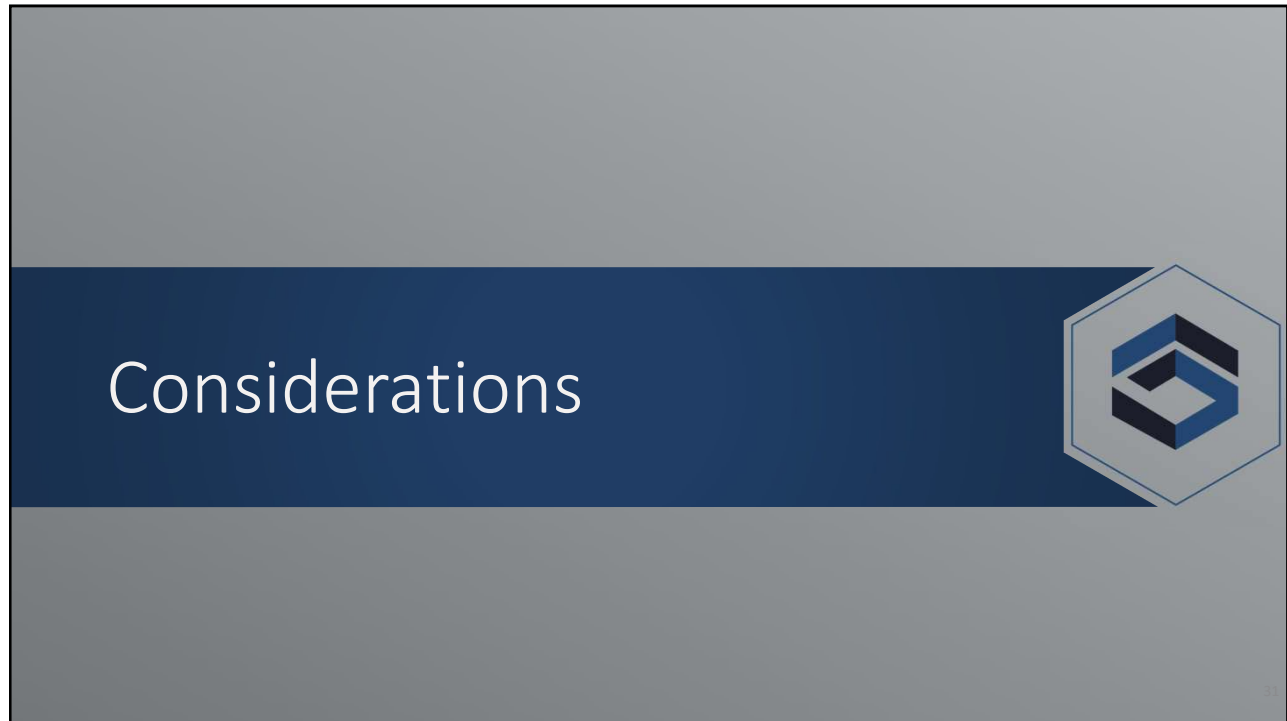


Photo by Brett Sayles from Pexels  
Image by Pexels from Pixabay  
Photo by Bruno Massao from Pexels

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A presentation slide with a dark blue header containing the text "Be thoughtful" in white. Below the header is a light gray rectangular area containing a bulleted list of three items: "Hand gestures", "Make eye contact with camera", and "SMILE". The right side of the slide features a decorative pattern of overlapping hexagons in various shades of blue and gray. At the bottom left is the Galasso Learning Solutions logo, and at the bottom right is a small blue square with the number "32" in white.

- Hand gestures
- Make eye contact with camera
- SMILE

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## Presentation Style

- Clothing
  - Avoid busy patterns, stripes, colors that wash out
  - Consider background
  - Dangling items
  - Sparkling items

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## Presentation Style

- Hair & Makeup
  - Even for men
  - Avoid shine
  - Wispy pieces of hair
  - Shadows

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## Lighting

The person	The background
Properly lit room	Lighting from windows is hard to control


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## Positioning

- Distance from the camera
  - Not just your face!
- Still need to reach the keyboard
- Angle of the camera
  - Not up your nose!
- Distance to the backdrop

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## Backgrounds


Zoom backgrounds

Green screens

Drop cloths

A nice office location

Avoid cluttered backgrounds


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## Distractions


- Eliminate Distractions
  - Clean desk
  - Odd noises
    - Air conditioning
    - Lawn mowers
    - Computer noises
  - Kids, pets, people

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## Audio



A diagram showing six audio elements arranged in two rows of three. The top row contains 'Tone', 'Volume', and 'Rate or pace'. The bottom row contains 'Pitch', 'Inflection', and 'Fillers words'. The boxes are colored in a gradient from green to purple.

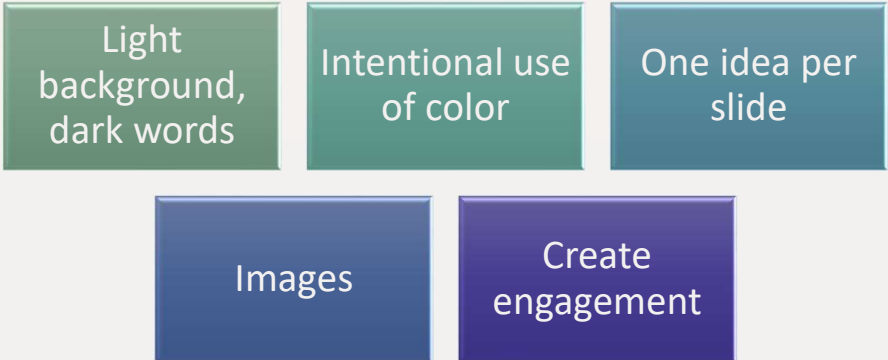
Tone	Volume	Rate or pace
Pitch	Inflection	Fillers words

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## Visual Aids



A diagram showing five visual aid principles arranged in two rows. The top row contains 'Light background, dark words', 'Intentional use of color', and 'One idea per slide'. The bottom row contains 'Images' and 'Create engagement'. The boxes are colored in a gradient from green to purple.

Light background, dark words	Intentional use of color	One idea per slide
Images	Create engagement	

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## Live Online



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## Definition of Virtual Training

*“A highly interactive synchronous online instructor-led training class, with defined learning objectives, with participants who are individually connected from geographically dispersed locations, using a web-based classroom platform.”*

- Cindy Huggett, The Virtual Training Guidebook

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## Objective

- What's your objective?
- What do you want learners to take away?
- Why are you offering the training?

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## Best When

Homogenous  
knowledge of  
participants

Moderate  
number

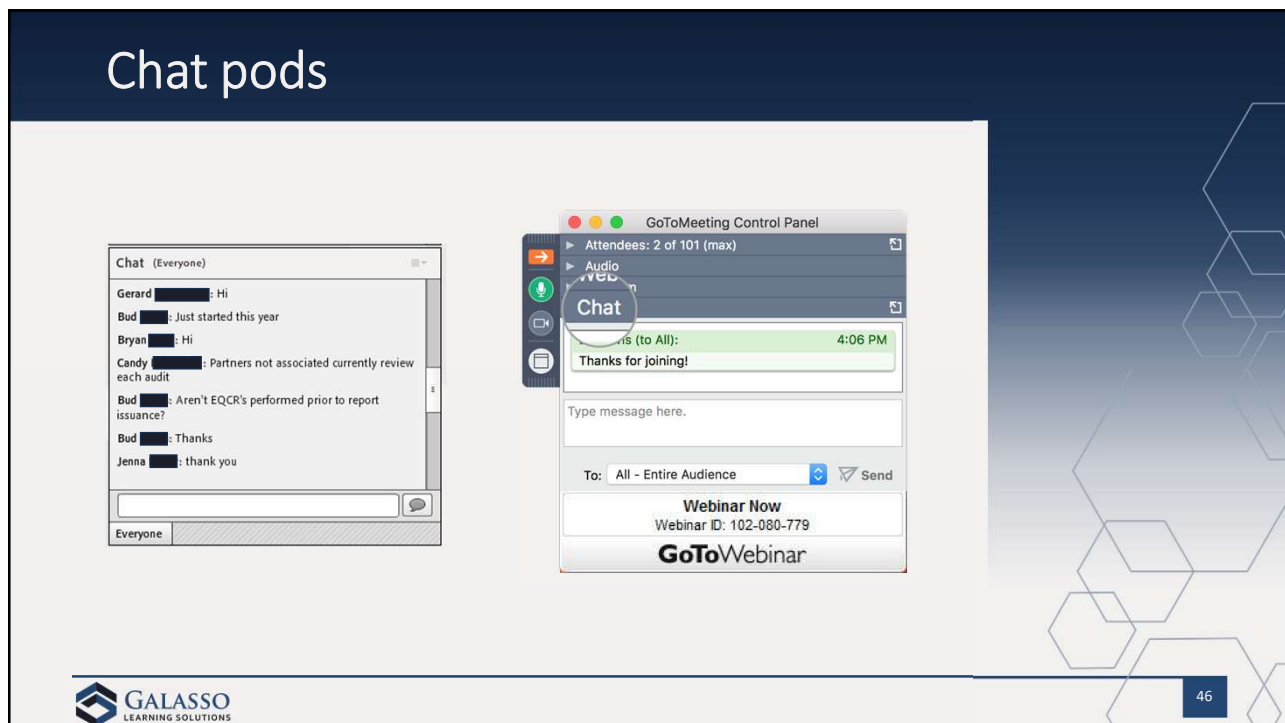
Benefit from  
interaction

Skills,  
Knowledge,  
Attitude

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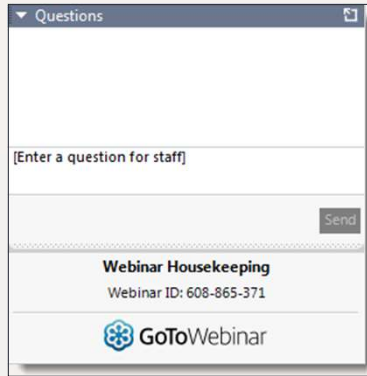


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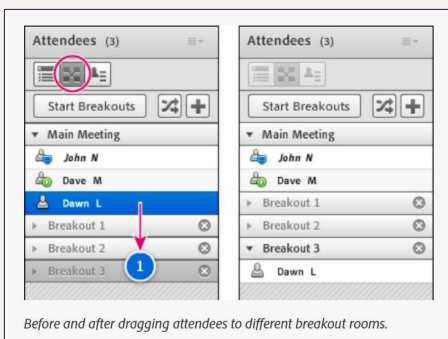
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# Q&A Pod

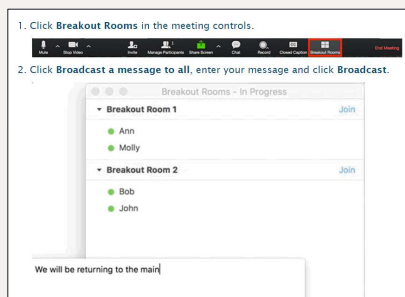


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# Break Out Sessions



Before and after dragging attendees to different breakout rooms.



1. Click Breakout Rooms in the meeting controls.
2. Click Broadcast a message to all, enter your message and click Broadcast.

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## Status Indicators

The screenshot displays two main components of the webinar interface:

- Status Indicators Panel:** A vertical menu on the left containing the following options: Lower Hand, Agree, Disagree, Step Away, Speak Louder, Speak Softer, Speed Up, Slow Down, Laughter, Applause, and Clear Status.
- Participants Panel:** A panel on the right titled "Participants (3)" showing a sub-section for "Attendees (2)". The attendees listed are Grant MacLaren and Carly Shannon. A "Lower All Hands" button is located at the bottom of the participants list.

At the top of the interface, there are icons for Chat, Raise Hand (highlighted with a red box), and Q&A.

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## Document Sharing

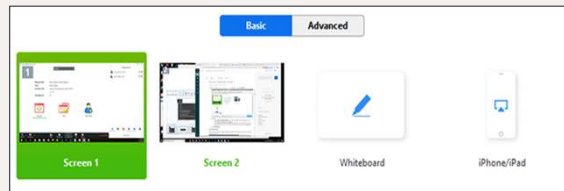
The screenshot displays three main components related to document sharing:

- Handouts Table:** A table with columns for Name and Size. It lists "Single Audit & Yellow Book - Student" with a size of 4 MB. Buttons for "Upload File..." and "Download File(s)" are at the bottom.
- Resource List:** A vertical list of resources including Slides, Manual, and Worksheet.
- File Sharing Menu:** A menu on the right with options like Audience view, Sharing, Webcam, Audio, Dashboard, Attendees (3 out of 1001), Polls (0/2), Questions, and Handouts (2 of 5). The "Handouts" section is expanded, showing "Compare Subscription Plans.pdf" and "Chart.png". A "Drag & drop a file" area with a "Choose a file" button is also visible.

At the bottom of the interface, there is a "Monthly Review" section with the Webinar ID: 136-609-243 and the GoToWebinar logo.

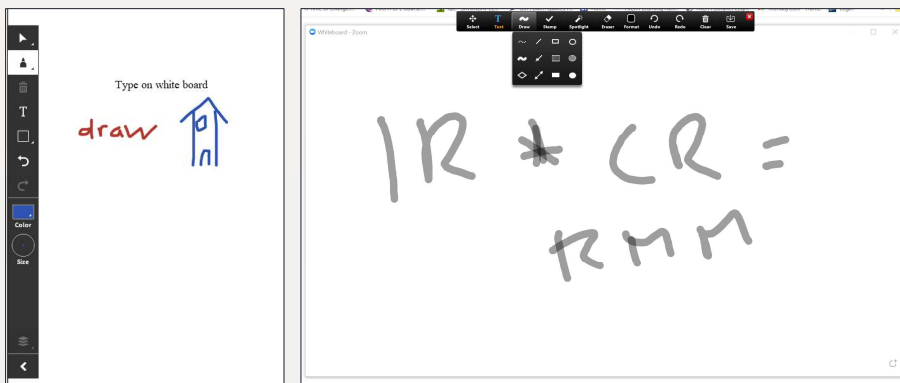
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## Screen Sharing



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## White Board



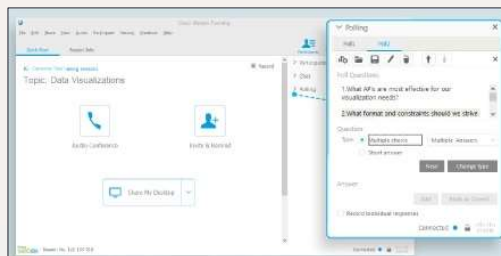
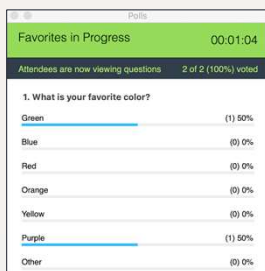
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# Share Media



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# Polling



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# Presentation / PPT



200.318, General Procurement Standards

The non-Federal entity must

- Use its own documented procurement procedures
- Oversee contractors
- Avoid acquisition of unnecessary or duplicative items
- Use only responsible contractors
- Maintain sufficient records
- Have written conflict of interest policies
- Including organizational conflicts of interest

Outline Notes Search

Slide Notes

How the non-Federal entity maintains oversight is a matter of judgment for the non-Federal entity. The non-Federal entity is not required to maintain a contract administration system. Organizational conflict of interest means that because of relationship with a parent company, affiliate, or subsidiary organization, the non-Federal entity is unable or appears to be unable to be impartial in conducting a procurement action involving a related organization.

Show sidebar to participants

1 Minute: 40 Seconds Remaining



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# Reporting

Step 1: Select Report Type

Registration Report
  Attendee Report
  Performance Report
  Q&A Report
  Poll Report

Step 2: Choose a Webinar

Generate Reports

Step 1: Select Report Type

- Registration Report: Shows when each person registered for the webinar or its associated recording, and their answers to the registration questions.
- Attendee Report: Shows details about each attendee, including questions they asked during the webinar and how long they attended it.
- NEW Q&A Follow-Up Report: Shows questions asked by each attendee, your response, and attendee's contact information to follow up.
- Performance Report: Shows high-level engagement statistics about registration, attendance and feedback.
- Recording Report: Shows when each person registered to view a recording, as well as their name and email address.
- Survey Report: Shows survey questions and attendees' answers.
- Webinar Insights: Shows charts and data about attendance and engagement.

Total Registrants	176	Event Duration	480:0
Live Attendees	134	Questions	79
On-Demand Attendees	9	Polls	32
Max Simultaneous Live Attendees	122	Runners	1
Average Live Duration (minutes)	439.9		
Average On-Demand Duration (minutes)	87.8		
Registration Conversion Rate (Registrations / Registration Page Hits)	83.41%		
Attendance Conversion Rate (Attendance / Registrations)	76.14%		

Attendance: Live View Report

Attendance: On-Demand View Report

Attendance: All Registrants View Report

Registration: Daily Activity View Report

Legend for Attendance: All Registrants

- Live Only: 71.02% (125 registrants)
- Live and On-Demand: 5.11% (9 registrants)
- No Shows: 23.86% (42 registrants)
- Total: 176

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## Streaming Vendor

A diagram titled "Streaming Vendor" showing five vendor options. The top row contains three boxes: Zoom (green), AdobeConnect (teal), and On24 (blue). The bottom row contains two boxes: Go To Webinar (dark blue) and Webex (purple). The boxes are arranged in a staggered layout. The background features a dark blue header and a light blue footer with the Galasso Learning Solutions logo and a slide number "57".

Zoom AdobeConnect On24

Go To Webinar Webex

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## Nonlearning Considerations

- Payment acceptance
- Integration with LMS
- Number of permitted attendees
- Registration
- Participation / Attendance Tracking
- Compliance regulations
- Analytics

A diagram titled "Nonlearning Considerations" listing seven key factors. The background features a dark blue header and a light blue footer with the Galasso Learning Solutions logo and a slide number "58".

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## Plan for the unexpected

- Technology can go wrong
  - Have a back up plan

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## Best Practices



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## Class Size

```
graph TD; A[Class Size] --> B[Impacts tools to use]; A --> C[Ability to use video]; B --> D[Can get too big]; C --> D;
```

Impacts tools to use

Ability to use video

Can get too big

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## Frequency of Interactions

- More than you think you need

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## Additional Resources

- Handout
- Job Aid
- Participant Manual
- Answer Keys

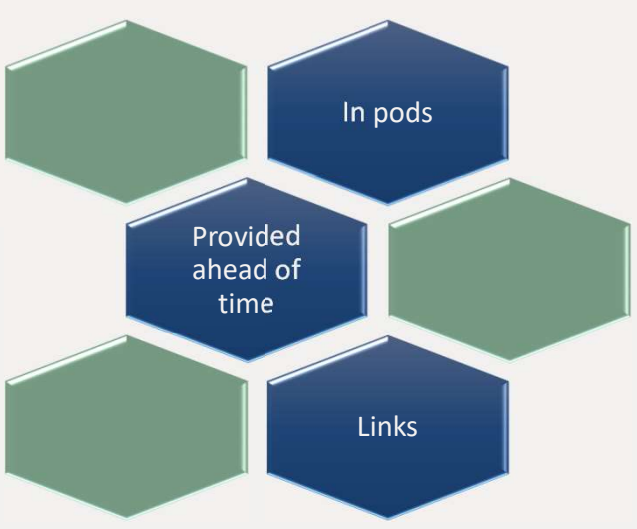


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## Material Distribution



The diagram consists of five hexagons arranged in a cluster. The central hexagon is dark blue and contains the text "Provided ahead of time". It is surrounded by four other hexagons: one dark blue hexagon at the top right containing "In pods", one dark blue hexagon at the bottom right containing "Links", and two green hexagons at the top left and bottom left.

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# Preparation


- Tech
- Learner experience
- Content
- Back up plans



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# Flow of Course



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## Flow of Course

The diagram illustrates the flow of the course, consisting of two main steps: 'Create community' and 'Build rapport'. These steps are presented in dark blue boxes on a light beige background. The slide also features the Galasso Learning Solutions logo in the bottom left and a page number '67' in the bottom right.

Create community

Build rapport

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## Capture Attention

- Make sure they know the end goal
  - Learning Objectives
  - WIIFM

The slide titled 'Capture Attention' lists two main points: 'Make sure they know the end goal' and 'WIIFM'. Under 'Make sure they know the end goal', there are two sub-points: 'Learning Objectives' and 'WIIFM'. The slide includes the Galasso Learning Solutions logo in the bottom left and a page number '68' in the bottom right.


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## Set Expectations

When to interact	How to interact
Use of attendee video	How to ask questions

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## Tools


**Video tutorial**

- Before course
- In staging room

**As handout**

- In email prior to course
- In handout pod

**Reminders at each instruction**

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## Let the Learning Begin

Sequencing	Chunking	Transitions
Tell stories	Relate information	Use technology and interactive elements

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## Considerations

- Length of class
  - May need breaks
  - May need separate sessions
  - Attention span

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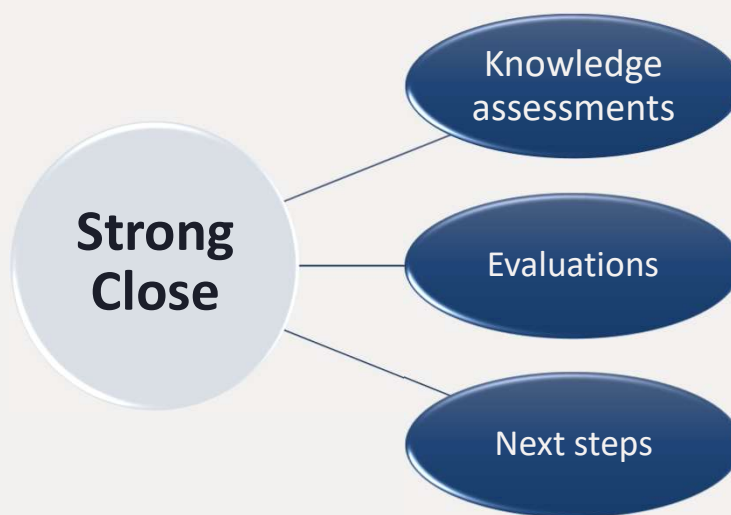
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## Are they getting it?

- Check Back In

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## It's not over til it's over



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# Evaluation

## Kirkpatrick's Four Levels of Evaluation

The diagram illustrates Kirkpatrick's Four Levels of Evaluation. It consists of four rounded rectangular boxes arranged in a 2x2 grid. The top-left box is green and labeled 'Reaction'. The top-right box is teal and labeled 'Learning'. The bottom-left box is blue and labeled 'Behavior Change'. The bottom-right box is purple and labeled 'Organizational Impact'. A light gray arrow points from the top-left box to the top-right box, and another light gray arrow points from the bottom-left box to the bottom-right box. The entire diagram is set against a light gray background with a dark blue header and footer.

**Reaction**

**Learning**

**Behavior Change**

**Organizational Impact**

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# The Reality

The slide features a dark blue horizontal band across the middle. The text 'The Reality' is written in white on the left side of this band. On the right side of the band, there is a logo consisting of a hexagon containing a stylized, three-dimensional geometric shape made of blue and black lines. The background of the slide is a light gray gradient.

**The Reality**

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## Why People Leave Webinars



**Content**

- Content is not as advertised



**Presenter**

- Presenter is boring
- Presenter reads slides
- Presenter reads a script
- Presenter speaks slowly

Photo by Sincerely Media on Unsplash  
Image by Bryli Blankenship from Pixabay

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## Why People Leave Webinars



**Timing**

- Webinar runs long
- Webinar starts late



**Experience**

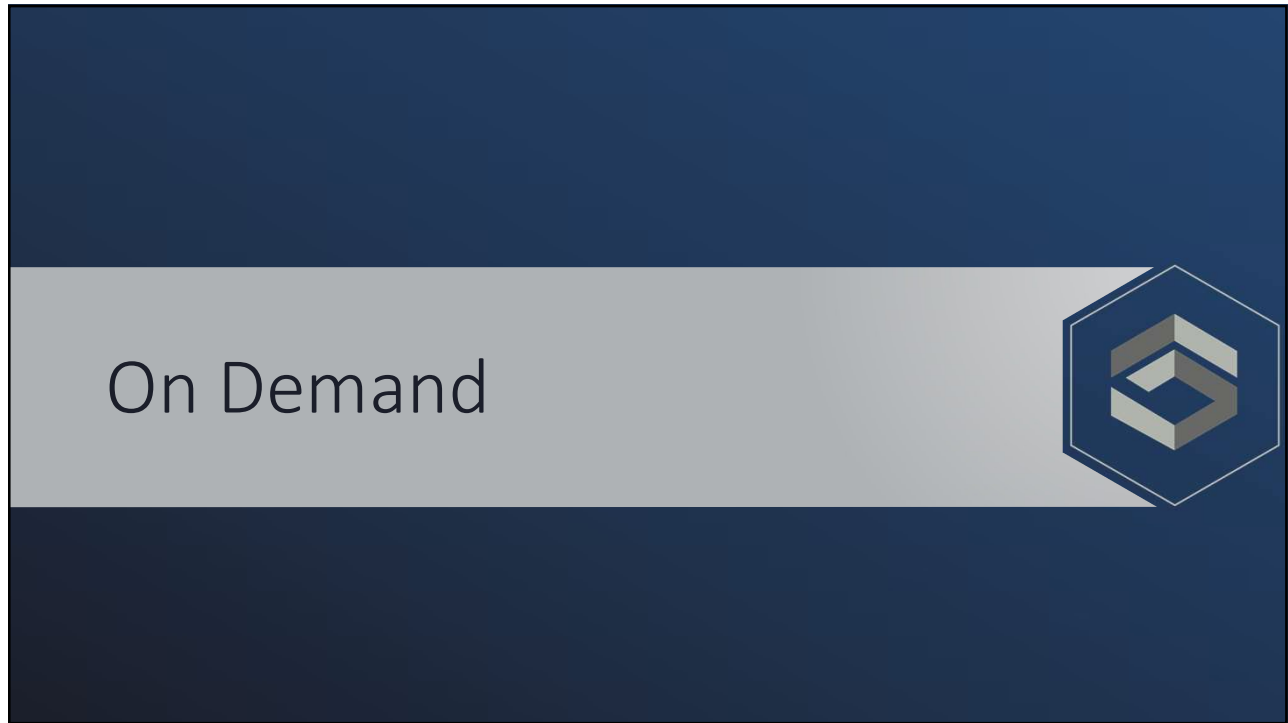
- Slides are full of too much text
- No interaction with presenter

Image by Nile from Pixabay  
Image by Gerd Altmann from Pixabay

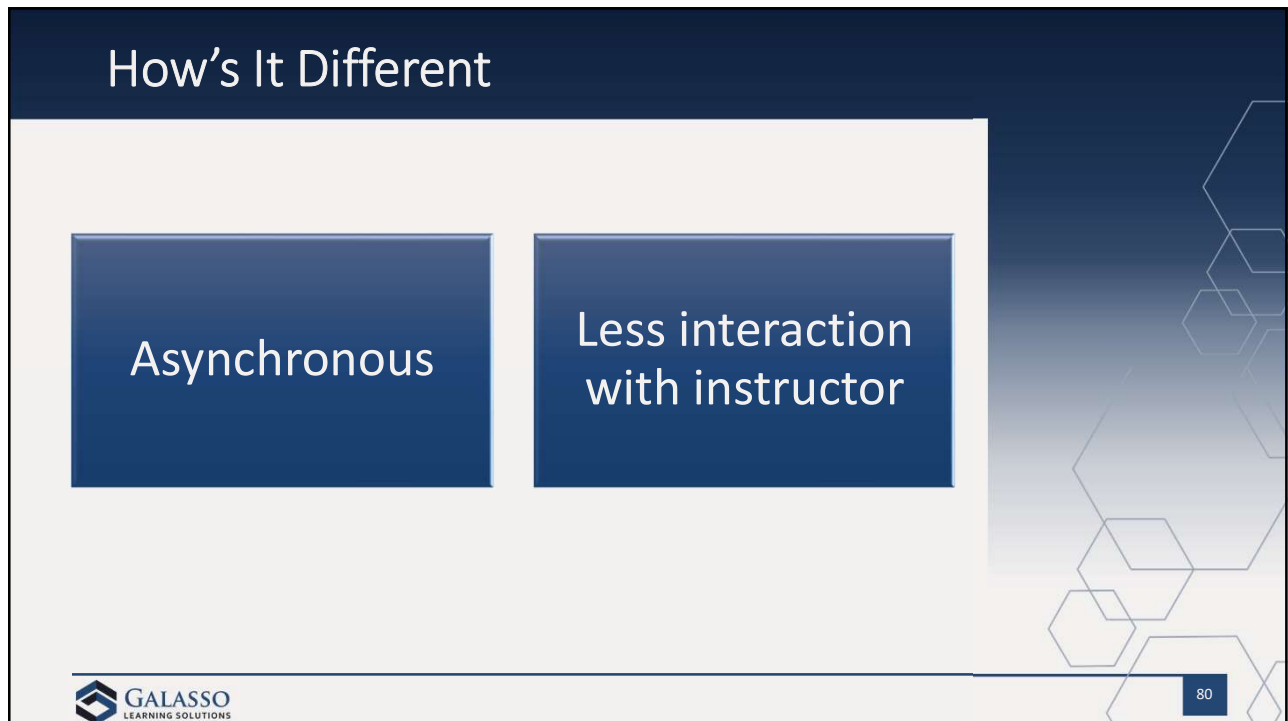
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## Best When

Repetition of content is helpful

Can't be together at same time

Participants knowledge is diverse

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## Blooms Taxonomy

- Knowledge
  - Focus on rote learning
  - Prescribed technical skills
  - Focus on prerequisite skills

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## Pros & Cons

- Form of Independent Study
  - Can be done on learner's schedule
  - Can be immediate
    - Don't need to schedule
  - Inability to answer questions when needed

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## Converting


- Converting live to on demand
  - Beware of dangers

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## Instructional Design Differences

Still follow basics of instructional design

Interaction is different

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## To Bring Back Some Interactivity

Animation


Multimedia

Gamification

Vignettes

Polls / Review questions

Simulations

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## Technologies

Articulate Storyline

Adobe Captivate

Camtasia


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## Recording Mechanism

- Recording video and/or audio
- Video editing process
- How to package
  - MP4
  - SCORM


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## Closing Out

Asking questions    Follow up    Next Steps    Resource pages


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## Evaluation

Feedback for incorrect answers    Glossary

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# Storage & Access

Learning Management System


Intellectual Property



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# Wrap Up



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## Wrapping Up



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## Evaluation

- Please provide us feedback

<https://www.surveymonkey.com/r/3SNWXPM>

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## Application Time



Photo by Kaboompics .com from Pexels

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## What Questions Do You Have?

Melisa F. Galasso  
Chief Executive

Melisa@galassolearningsolutions.com  
<https://galassolearningsolutions.com>

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## Resources

- Missed Opportunities: Why Webinar Attendees Leave (1080 Group LLC)
- ATD Designing Learning Certificate Program
- The Virtual Training Guidebook



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## Additional Reading

- Made to Stick
- slide:ology: The Art and Science of Presentation Design
- Resonate: Present visual stories that transform audiences
- Illuminate: Ignite Change Through Speeches, Stories, Ceremonies, and Symbols
- Design for How People Learn (Voices That Matter)
- ISD from the Ground Up



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