



# Design For How People Learn

Julie Dirksen

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## **Design For How People Learn Julie Dirksen**

**Michelle Segar** 

#### **Design For How People Learn Julie Dirksen:**

**Design for how People Learn** Julie Dirksen, 2012 Products technologies and workplaces change so guickly 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 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 Using accessible visual metaphors and concrete methods and examples Design For How People Learn will teach you how to leverage the fundamental concepts of instructional design both to improve your own learning and to engage your audience **Design for How People Learn** Julie Dirksen, 2015-11-28 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 Summary of Julie Dirksen's Design for How People Learn Everest Media, 2022-05-22T22:59:00Z Please note This is a companion version not the original book Sample Book Insights 1 Learning experiences are like journeys The journey starts where the learner is now and ends when the learner is successful however that is defined The end of the journey isn t just about knowing more but also doing more 2 There are gaps between your learner's current situation and where they need to be in order to be successful These gaps are between what they know and what they need to know You can help them bridge these gaps by designing better learning experiences 3 The gap between what your learners have and what they need is information You want your learners to have the right supplies for their journey but you also want them to know what to do with that information 4 The only way to prepare for a major hike is to hike regularly and even a less ambitious goal would require practice and conditioning Learners in all disciplines are frequently in this situation. They receive the knowledge in a book or class but don't get the opportunity

to practice and develop skills 
Design for how People Learn Julie Dirksen, 2016 
Interface Design for Learning Dorian Peters, 2013-11-26 In offices colleges and living rooms across the globe learners of all ages are logging into virtual laboratories online classrooms and 3D worlds Kids from kindergarten to high school are honing math and literacy skills on their phones and iPads If that weren t enough people worldwide are aggregating internet services from social networks to media content to learn from each other in Personal Learning Environments Strange as it sounds the future of education is now as much in the hands of digital designers and programmers as it is in the hands of teachers And yet as interface designers how much do we really know about how people learn How does interface design actually impact learning And how do we design environments that support both the cognitive and emotional sides of learning experiences The answers have been hidden away in the research on education psychology and human computer interaction until now Packed with over 100 evidence based strategies in this book you ll learn how to Design educational games apps and multimedia interfaces in ways that enhance learning Support creativity problem solving and collaboration through interface design Design effective visual layouts navigation and multimedia for online and mobile learning Improve educational outcomes through interface design

*E-Learning Design on a Shoestring Marina Arshavskiy*,2024-10-08 Design Effective E Learning Courses Despite Limited Resources Have you suddenly been asked to put together an e learning course but you have limited experience time or resources to do so This happens often and you re not alone E Learning Design on a Shoestring offers talent development professionals a process for designing and developing e learning courses without breaking the bank E learning expert Marina Arshavskiy applies the Build Borrow Buy approach to provide guidance guick tips and shortcuts for creating meaningful asynchronous learning experiences With this book you will learn to tap into learner motivation and engagement create e learning scripts storyboards and prototypes and build inexpensive yet effective interactivity in your courses It also guides you on saving time and money by auditing existing e learning content and creating reusable content You ll discover how to manage e learning projects efficiently select technology that meets your course needs and secure buy in for current and future e learning efforts The Association for Talent Development s On a Shoestring series helps professionals successfully execute core topics in training and talent development when facing limitations of time money staff and other resources Using the Build Borrow Buy approach to problem solving this series is designed for practitioners who work as a department of one for new or accidental trainers instructional designers and learning managers who need fast inexpensive access to practical strategies that work and for those who work for small organizations or in industries that have limited training and Design for Learning Jenae Cohn, Michael Greer, 2023-07-25 Online learning can be so dull or not development resources Enter Jenae Cohn and Michael Greer experienced authors and teachers who decided it was time to take on the challenge of making online learning more interesting and compelling for students So they met in a Zoom call contacted Rosenfeld Media and wrote this book Design for Learning User Experience in Online Teaching and Learning many Zoom calls later The book is

structured to teach online learning in such a way that anyone can follow its practices and create a dynamic educational presentation Chapters cover everything from learning about your learners and setting learning goals to building connections with learners and giving them feedback In addition the authors dive into the nitty gritty details of creating online courses including takeaways at the end of each chapter and easy to follow examples throughout I particularly appreciate how thoughtful Jenae and Michael are about considering the experience from the learner's point of view and the emphasis they put on learner agency Julie Dirksen Author Design for How People Learn Together Jenae Cohn and Michael Greer have years of experience designing and producing online courses for students They wanted the tone of their book to be friendly supportive engaging empathetic and thoughtful With that in mind they chose examples that reflected what an ordinary user might encounter on a day to day basis highlighting everything from complex skills accessibility to the most minute details such as Writing compelling content and instructional text Designing interesting text and visuals Planning and producing videos Recording sound and voice overs Creating and facilitating live website presentations Designing surveys for class feedback Rating whether your presentation was successful Who Is This Book For Teachers learning development professionals and anyone tasked with designing an online course or a one off workshop Content creators instructional designers user experience designers and others who care about the experience of online learning Whether you re a novice or experienced online instructional designer this book will show you how to apply industry best practices and provide how to examples powerful templates and activities to craft compelling instructional content whether text audio or video Best of all your course will never be called dull again **Designing Microlearning** Carla Torgerson, Sue Iannone, 2019-12-31 Learn to Create Effective Microlearning Microlearning is an essential tool that talent development professionals can use to fully engage their learners and tackle organizational performance needs How do you know if the microlearning approach is successful And what works In Designing Microlearning the newest volume in ATD s What Works in Talent Development series experts Carla Torgerson and Sue Iannone answer these and other questions including Why choose microlearning for your learners and organization How do you determine your approach and then execute the implementation How do you demonstrate success Where do you go once you ve started This guide for practitioners covers the four main uses for microlearning preparation before a learning event follow up to support a learning event stand alone training and performance support It introduces MILE the MIcroLEarning Design model which outlines the details of creating a microlearning resource or program Discover how to identify performance objectives determine program technology and structure create or select resources promote what you designed and monitor modify and evaluate it Included are case studies tips and resources as well as more than 20 job aids checklists and worksheets Samples consist of an assessment of your organization's readiness and compatibility for microlearning a worksheet to guide the design of your microlearning a tool for aligning your microlearning measurement and evaluation efforts a communication plan for sharing key information with

learners managers and stakeholders Learning Science for Instructional Designers Clark N. Ouinn, 2021-04-13 Ensure Your Instructional Design Stands Up to Learning Science Learning science is a professional imperative for instructional designers In fact instructional design is applied learning science To create effective learning experiences that engage we need to know how learning works and what facilitates and hinders it We need to track the underlying research and articulate how our designs reflect what is known Otherwise how can we claim to be scrutable in our approaches Learning Science for Instructional Designers From Cognition to Application distills the current scope of learning science into an easy to read primer Good instructional design makes learning as simple as possible by removing distractions minimizing the cognitive load and chunking necessary information into digestible bits But our aim must go beyond enabling learners to recite facts to empowering them to make better decisions decisions about what to do when and how This book prepares you to design learning experiences that ensure retention over time and transfer to the appropriate situations Gain insights into Providing spaced practice and reflection Tapping into motivation and challenge to build learner confidence Using performance support tools social learning and humor appropriately Prompts at the end of each chapter will spark your thinking about how to use these concepts and more in your daily work Written by Clark N Quinn author of Millennials Goldfish Other Training Misconceptions Debunking Learning Myths and Superstitions this book is perfect for anyone who strives for their instruction to stand up to learning science Utilizing Emotional Experience for Best Learning Design Practices Sniderman, Sarah, 2024-10-22 Despite growing recognition of the impact of emotions on adult learning academics and practitioners in our field still often overlook its critical role Traditional approaches focus heavily on cognitive outcomes neglecting the affective components of meaningful and relevant learning and development This leaves learners ill equipped to navigate the emotional challenges inherent in the process hindering their ability to achieve their goals The book Utilizing Emotional Experience for Best Learning Design Practices draws on extensive research and practical experience to explore many different perspectives on this issue It argues that the emotional experience of learners must be considered throughout the design of educational models tools and programs and it provides theoretical and applied insights for integrating emotional learning goals and strategies into instructional design enabling educators to create more supportive and effective learning environments By bridging the gap between theory and practice this book empowers learning professionals to enhance the emotional experiences of adult learners and improve their overall outcomes Through a nuanced exploration of emotional foundations theoretical frameworks and practical strategies it equips educators with the tools to address the affective needs of learners Utilizing Emotional Experience for Best Learning Design Practices is a vital resource for transforming adult education fostering a more holistic and empowering approach to learning and development ATD's Action Guide to Talent Development Elaine Biech, 2018-09-28 Get Started Now Take Action Staying ahead of change in the world your organization and your profession requires action You learned a lot to launch your organization s talent development effort As you position

it for the future what you need to know grows exponentially As futurist Ray Kurzweil once said If I take 30 steps linearly I get to 30 If I take 30 steps exponentially I get to a billion How do you prepare for exponential growth In ATD's Action Guide to Talent Development A Practical Approach to Building Organizational Success industry expert and bestselling author Elaine Biech lays out the steps you can take The companion volume to ATD's Foundations of Talent Development Launching Leveraging and Leading Your Organization's TD Effort this book follows an eight step framework for defining your organization's learning foundation through preparing for the future You are your organization's trusted advisor and Biech offers practical questions organizational assessments and tips for each step you must guide your organization through She also presents the newest thinking from university educators and researchers that organizational experts have relied on for years as well as from industry practitioners and luminaries in leadership and development Open this book to any page Jump in where you think it will be most beneficial to you or your organization Whether you work inside a company or as an external consultant whether you work for a large organization or a small one whether you are launching your first talent development effort or fine tuning a function that s been in action for decades you are sure to find valuable concepts designs and ideas Get Revolutionize Learning & Development Clark N. Quinn, 2014-04-07 Transform learning and started now Take action development practices to make your programs relevant and meaningful Existing training and development practices need a major overhaul Learning and development practitioners and managers must increasingly face the fact that old methods are no longer relevant in today s tech savvy world and in many cases they simply don t work In Revolutionize Learning and Development you ll get a straightforward look at how people really learn and get introduced to practical steps for rethinking redesigning and reestablishing learning delivery This book shows you how to take advantage of new understandings and new technologies so you can make a meaningful impact on your organization. In four sections the book lays out crucial background knowledge conceptual frameworks and practical steps for transforming learning and development so that it has the greatest return for businesses Managers practitioners and executives will benefit from the illustrations vignettes and sidebars that highlight the author's advice and expertise Learn to avoid the pitfalls of outdated and irrelevant learning solutions including those that ignore the importance of clear objectives proper execution and thorough evaluation Discover the practical steps for implementing the best and most effective strategies for making the most of training programs Benefit from a thorough examination of what happens when managers and practitioners make major changes in strategy leadership and technology Get familiar with the roles of research based frameworks performance support and informal learning Don t let learning and development myths derail you Find out how to breathe new life into your programs with practical guidance designed to inspire today s best learning technology solutions What's Your Formula? Brian Washburn, 2021-06-29 Your Periodic Table of Learning Elements Engaging effective training programs are a mixture of science and art requiring the right balance of adult learning theory available technology intuitive tools proven practices creativity and risk How does a

trainer find the right combination and proportion of these elements How does a trainer know what s possible To answer these questions Brian Washburn offers a simple yet elegant periodic table of learning elements modeled on the original periodic table of chemical properties Washburn's elements which are organized into solids liquids gases radioactive and interactive categories similar to their chemical cousins are metaphors for the tools and strategies of the field of learning design when they re combined and under certain conditions they have the potential to create amazing learning experiences for participants They are that impactful From critical gas like elements like the air we breathe present in every training room think instructional design or visual design to radioactive elements powerful and dangerous yet commonly used think PowerPoint Washburn guides you through the pitfalls and choices you confront in creating engaging learning experiences A well designed training program can be world changing he argues and if you believe in your craft as a learning professional you can do this too Whether you re an experienced learning designer or new to the field this book inspires with new ideas and ways to organize the design of your learning programs With stories from Washburn's professional experience the book includes a hands on glossary of definitions and descriptions for more than 50 of his elements **Design for All Learners** Sarah Mercier, 2025-02-04 Get the Toolbox You Need to Design for All Learners Design for All Learners empowers instructional designers trainers and other talent development professionals to create learning experiences that are accessible to and inclusive of all people Learn from practitioners vulnerable lived experiences moving stories and practical advice Written with accessibility inclusion and L D experts and edited by Sarah Mercier this book will help you ensure that individuals can fully participate in the talent development and training programs you offer Adopt a progress over perfection approach Start with shifting your mindset to consider that all learners are people who have unique experiences perspectives backgrounds and abilities and that learning design should be built for people not just to meet compliance standards Find what you need to know about designing for the modality you re using to reach learners from e learning and job aids to training in the physical and virtual classroom Gain a clearer understanding of requirements and standards and then explore strategies and tactics to foster an inclusive mindset throughout your organization Anyone involved with the practice of design in learning and development will benefit from the wide range of perspectives and techniques offered whether you re a team of one or work in an organization with a variety of resources If your goal is to become a better designer developer teacher and leader this book presents a packed toolbox to do so It will change everything you think you know Use it as a guide in your journey to accessible inclusive design for all The Accidental Instructional Designer, 2nd Edition Cammy Bean, 2023-04-25 Go From Accidental to Intentional Filled with insights and tips this updated edition of The Accidental Instructional Designer by e learning veteran Cammy Bean covers nearly every aspect of the learning design process for those getting started or even for the experienced practitioner in need of new ideas Many trainers and instructional designers fall into the talent development profession by accident often having been tasked by their organization to train others on a subject

they are expert in Whether they re good at explaining technical concepts or have a way with PowerPoint they have often have little to no formal education in instructional design Many are looking for grounding in the core principles of instructional design so that they can design effective and engaging digital learning experiences Cammy explores instructional design basics such as working with subject matter experts picking a design approach and making your learning experiences better through storytelling interactivity and visuals In this second edition she goes deeper into the learning and development space where instructional design happens at organizations learning tools the technology ecosystem and assessment and evaluation frameworks 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 Joy Choice Michelle Segar, 2022-04-26 Learn to live a happier and healthier life with the help of this book start changing behaviors and create new habits using fun and easy science based solutions What if you could easily and joyfully resolve the in the moment conflicts that often derail your eating and exercise goals Much of what we ve been taught about creating change in eating and exercise is simplistic outdated and for many misguided Sustainable behavior change researcher and lifestyle coach Michelle Segar has devoted decades to the study of how to achieve lasting changes in eating and exercise and other self care behaviors Segar explains the surprising reasons why our eating and exercise plans so often crash when they come up against real life She calls these conflicts choice points and shows that they are the real place of power for achieving lasting changes in eating and exercise The Joy Choice offers a fresh brain based solution that turns the old behavior change paradigm on its head This groundbreaking book liberates you from the self defeating obligations and rigid requirements of past diet and workout regimens and reveals what emerging research suggests really drives the consistent choices that power sustainable change Designed from cutting edge decision science and real world experience coaching clients you ll discover the easy flexible and three step joy infused decision tool that works with the chaos of daily life guiding you to finally achieve and maintain your eating and exercise goals once and for all and enjoy doing it One of the best health books of 2022 Washington Post If you want a smart science based and joyful approach to sustainable behavior change start here Tom Rath NYT bestselling author of Eat Move Sleep and StrengthsFinder 2 0 The Joy Choice reveals easy and fun ways to stay consistent with our health goals while still tending to the meaningful people and demands in our lives Tina Payne Bryson Ph D NYT bestselling co author of The Whole Brain Child and author of The Bottom Line for Baby If you re frustrated with your progress in exercising and eating right this book is for you Michelle Segar shifts the focus toward a new approach to our choices that is full of humanity imperfection and yes joy Daniel H Pink NYT bestselling author of The Power of Regret and Drive Think Like a Marketer, Train Like an L&D Pro Bianca Baumann, Mike Taylor, 2025-05-27 Use Marketing Strategies to Captivate and Persuade Your Audience At first glance marketing and L D may seem like an unlikely combination But upon closer inspection both fields share two core goals getting people's attention and influencing their behavior Marketing involves captivating persuading and

creating value all of which are key to learning design When done well learning design grabs participants attention like a great marketing campaign and engages them emotionally and intellectually to make learning stick In this innovative volume marketing and L D experts Bianca Baumann and Mike Taylor ask How can L D pros make learning programs more effective by thinking like expert marketers To answer that question Baumann and Taylor explore the potential of marketing inspired L D diving into essential marketing principles strategies and techniques and applying them to learning experience design to improve learning transfer With a learner centric perspective the authors explain the science of marketing how to use personas and how to craft a successful learner journey They cover effective writing the use of powerful graphics how to plan and execute a winning learning campaign how to harness technology and the all important activities of evaluation and learning analytics L D pros will learn new ways to capture their target audience s attention and influence their behavior Each chapter includes engaging stories from Baumann and Taylor's work in the field case studies and definitions of essential marketing concepts and how they apply directly in the L D environment plus activities and tools instructional designers can apply immediately to transform their learning programs Michael Allen's Guide to e-Learning Michael W. Allen, 2016-09-26 Explore effective learning programs with the father of e learning Michael Allen's Guide to e Learning Building Interactive Fun and Effective Learning Programs for Any Company Second Edition presents best practices for building interactive fun and effective online learning programs This engaging text offers insight regarding what makes great e learning particularly from the perspectives of motivation and interactivity and features history lessons that assist you in avoiding common pitfalls and guide you in the direction of e learning success This updated edition also considers changes in technology and tools that facilitate the implementation of the strategies guidelines and techniques it presents E learning has experienced a surge in popularity over the past ten years with education professionals around the world leveraging technology to facilitate instruction From hybrid courses that integrate technology into traditional classroom instruction to full online courses that are conducted solely on the internet a range of e learning models is available. The key to creating a successful e learning program lies in understanding how to use the tools at your disposal to create an interactive engaging and effective learning experience Gain a new perspective on e learning and how technology can facilitate education Explore updated content including coverage regarding learner interface gamification mobile learning and individualization Discuss the experiences of others via targeted case studies which cover good and not so good e learning projects Understand key concepts through new examples that reinforce essential ideas and demonstrate their practical application Michael Allen's Guide to e Learning Building Interactive Fun and Effective Learning Programs for Any Company Second Edition is an essential resource if you are studying for the e Learning Instructional Design Certificate Program A Mindset for Mobile Learning Julian Stodd, 2012-11-08 The subject of this book is mobile learning but mobile means many things it means technology as in a mobile phone or tablet and it also means mobile learning courses themselves as well as being used to describe the

experience of learning in this way of experiencing mobile I m interested in all of these things in exploring what they each mean and how we can pull them together to provide a meaningful narrative of how we develop and experience mobile learning It's easy to think of mobile as just being a distribution channel like a television or a radio We can view the devices as just conduits to push content out to learners but this is to miss so much of the potential potential that is only unfolding to us as we speak People interact with mobile devices in fundamentally different ways they are social tools used to reinforce our standing fashion statements aspirational decoration sources of knowledge and power able to make us win a pub guiz or find a pizza but also business tools used to organize meetings remind us of deadlines and let us speak to the boss when we re running late Mobile devices transcend the traditional boundaries of our lives crossing over between the formal spaces of work and the informal social spaces that surround it The devices are not purely functional they are much much more It s important that we understand just how widely mobile has permeated our lives how often we reach into our pocket and ready our thumbs for action We need to recognize how it impacts on knowledge we used to have to know things whilst now we often only need to know how to find those things out fast Knowing how to use Google is often enough We need to develop a Instructional Design on a Shoestring Brian Washburn, 2024-01-16 Design Effective Training mindset for mobile learning Programs Despite Limited Resources Instructional Design on a Shoestring offers talent development professionals a process for developing effective training programs even with limited resources Expert instructional designer Brian Washburn applies the ADDIE model of instructional design and the Build Borrow Buy approach to provide guidance quick tips and shortcuts for designing a range of training modalities including in person virtual and asynchronous and self guided e learning With this book you will learn to build the structure of the instructional design process effective formal and informal learning experiences and an ecosystem that supports the learning initiatives This crash course of a book also guides you on working with subject matter experts supervisors and early testers and drawing learning design ideas from unfamiliar places You ll learn how and when to make decisions for using tools and technologies hiring external help and purchasing off the shelf training programs to speed up the work Even if you don t have a ton of time or access to a lot of money you can still produce an effective learning experience based on sound educational theory and adult learning principles About the On a Shoestring Series The Association for Talent Development's On a Shoestring series helps professionals successfully execute core topics in training and talent development when facing limitations of time money staff and other resources Using the Build Borrow Buy approach to problem solving this series is designed for practitioners who work as a department of one for new or accidental trainers instructional designers and learning managers who need fast inexpensive access to practical strategies that work and for those who work for small organizations or in industries that have limited training and development resources

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