

# UCI Extension

Business

## E-Learning Instructional Design Certificate Program



[extension.uci.edu/eid](https://extension.uci.edu/eid)



# Improve Your Career Options with a Professional Certificate



**University of California, Irvine Extension's professional certificate and specialized studies programs** help you increase or enhance your current skills or prepare for a new career. Courses are highly practical and instructors are qualified leaders in their field. Convenient online courses make it easy to learn on your own time, in your own way. A certificate bearing the UC seal signifies a well-known, uncompromising standard of excellence.

## E-Learning Instructional Design Certificate Program

Building skills in developing and delivering online learning is integral to addressing the task of training online. As companies increasingly recognize the value of online training as a cost-effective and more efficient way of delivering educational content and outcomes for their employees, training functions will continue to follow advances in instructional methodologies and new technology. It is critical that training professionals keep current and learn about changes to how training is produced and delivered.

UC Irvine Extension's E-Learning Instructional Design program has been developed to provide the knowledge and skills needed for systematically planning and adapting design of modules based on learner needs, content requirements and outcomes. Content also includes proven strategies for designing online instruction in training areas to match today's varied company business needs.

## Program Benefits

- Explain the differences between traditional and online-learning instruction in the areas of: planning and design; content development; student engagement; learning differences.
- Construct and deploy an online lesson and incorporate e-learning technologies.
- Analyze the management and cost issues associated with deploying online instruction.
- Compare and contrast popular rapid authoring tools.
- Explore current learning theories incorporating principles of the traditional ADDIE and more contemporary rapid prototype models.



## Who Should Attend

This program is designed for:

- Instructional designers
- Individuals who desire to enter the e-learning instructional design field
- Those seeking a career change or position within the e-learning instructional design field
- Training managers or coordinators
- Human resources professionals
- Professionals who have taken on a training role within their department

## Certificate Requirements

Students must complete six required courses totaling 15 units in order to be eligible to receive the Certificate in E-Learning Instructional Design. Students must receive a grade of "C" or higher in each course. All requirements must be completed within five (5) years after the student enrolls in his/her first course. Students not pursuing the certificate program are welcome to take as many individual courses as they wish.

## Course Discount

Members of the Association for Talent Development (ATD) – Orange County and San Diego chapters can receive a 10% discount on courses in the E-Learning Instructional Design certificate program. To find out more, visit [extension.uci.edu/eid](http://extension.uci.edu/eid).



## Free Webinars

Free webinars are offered several times a year and are packed with information about the E-Learning Instructional Design program, courses being offered in upcoming quarters, and e-learning industry tips and trends. Visit [extension.uci.edu/events](http://extension.uci.edu/events) to view the webinar schedule, enroll in an upcoming free event or view previous webinar recordings.

## On-site Training Available

Through Corporate Training, we can deliver this program or customize one that fits your organization's specific needs. Call (949) 824-1847 for information.

## Group Discounts

Discounts are available for groups of three or more. Please call (949) 824-9304 or email [Lkadowak@uci.edu](mailto:Lkadowak@uci.edu) for more information.

## For more information:

Lisa Kadowaki

(949) 824-9304

[Lkadowak@uci.edu](mailto:Lkadowak@uci.edu)

# Training

Knowledge, skills, and useful abilities. It forms the backbone of content required for a trade today the

## Curriculum

### Advisory Committee

**Tim Buteyn**, President, ThinkingKap Learning Solutions, Inc.

**William Corwin**, Senior Manager, Online Learning and Instructional Design, Experian

**Janet DiVincenzo**, Assistant Director, Online Learning, UCI Distance Learning Center

**Mary Keenan Asher**, Vice President, Product Development, Retention Education, Inc.

**Ann Kwinn**, Associate Professor and Instructional Designer, Office of Innovative Teaching and Technology, Azusa Pacific University

**Dave Ragan**, Talent Manager, CO-OP Financial Services

**Karen Wales**, Vice President, Learning Development, ISC Technology, Inc.

### Required Courses

#### Principles of E-Learning Instructional Design

EDUC X416.18 (2.5 units)

This course introduces participants to online and Web-based learning including an overview of the current models of e-learning. Students explore current learning theories incorporating principles of online learning such as the traditional ADDIE and more contemporary rapid prototype models. Participants also examine the roles and responsibilities of both online student and instructor. Through group and individual assignments, students design and create online lesson prototypes; write measurable learning objectives that align with assessments; integrate task analyses; and explain how online learning communities promote collaborative learning. The course uses a range of interactive instructional techniques, including synchronous and asynchronous approaches in an effort to provide current or potential online instructors experience of both instructor and student roles.

#### Exploring E-Learning Development Tools

EDUC X417 (2.5 units)

Explore and expand your knowledge of various industry standard e-learning development tools by comparing and contrasting their usability, publishing options, interactivity and assessment options, cost, and support. Tools demonstrated may include Articulate Studio, Adobe Captivate, Camtasia, Lectora Publisher, or others. Participants will gain a better understanding of which medium is best suited to meet their learning objectives and business goals. The process of evaluating and selecting the correct tool and exploring the practical uses of each application and medium will assist the participant in addressing the issues of development time, costs, and geography faced by many industries and companies. This class provides participants the opportunity to explore various e-learning tools and does not include in-depth training in any specific tool.





### **Designing and Developing Interactive E-Learning Courses**

EDUC X417.1 (2.5 units)

Interactive e-learning has been considered a must in developing e-learning programs. This course teaches students the different types of interactive designs and provides learners the hands-on experience and the step-by-step process of interactive e-learning implementation. The course will help participants apply different models of e-learning interactive designs. The models include the following interactive approaches: rote, mapping, technical, judgment and decision-making, games, story and experience sharing, scenarios, and social. You will gain strong knowledge and skills to design e-learning interactions that reduce costs and increase development and learning effectiveness. At the end of the course, you will be able to construct and incorporate elements of interactive design into e-learning development and delivery.

### **Project Management for E-Learning Professionals**

EDUC X417.2 (2.5 units)

Purposeful planning and project management are key to the success of any training program. In this course, students are introduced to the skills required to successfully manage the development and implementation of online training projects. Students learn various project management concepts and processes that can be applied to projects in a real-world training environment. The class will include techniques for managing stakeholder expectations in the context of organizational dynamics. Students learn the project management skills needed to manage the constraints of time, cost, and scope. The class will cover the human resources processes for organizing and managing the project team.

### **E-Learning Evaluation and Assessment**

EDUC X417.3 (2.5 units)

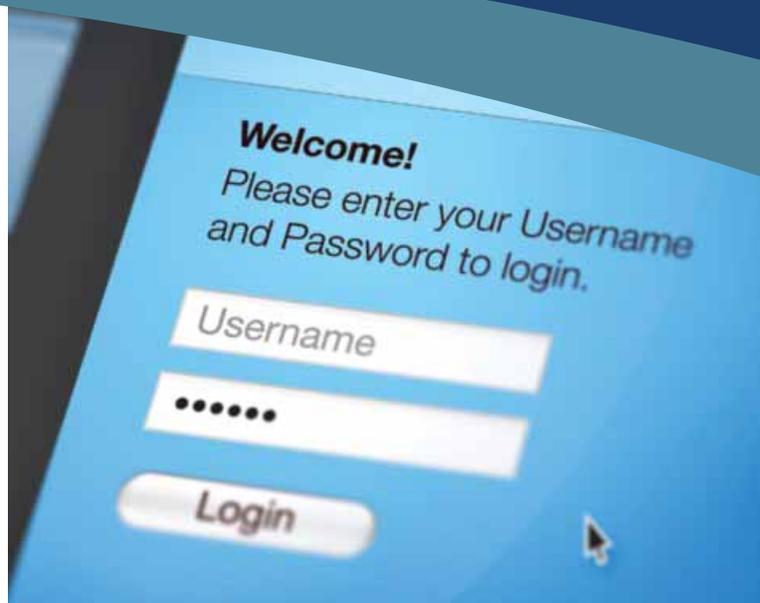
Program evaluation is the final step in an effective approach to e-learning instructional design since it determines the value of training. Once a project has been implemented, it is important to analyze the outcome to determine whether or not the learning objectives and business goals were met. In this course, students explore the models, principles, and practices employed in conducting effective and thorough training evaluations. Students will develop an evaluation plan, write a cognitive exam and performance test, create an evaluation survey, and carry out a return on investment analysis.

### **E-Learning Instructional Design Practicum**

EDUC X417.4 (2.5 units)

This capstone course gives students the opportunity to exhibit their knowledge, skills, and creativity related to e-learning instructional design. Students demonstrate their ability to integrate design principles and skills by applying them to a real-world project. Students will be expected to work with a client or explore a case study on an e-learning project that requires assessment, design, development, project management, and evaluation. Through development of an actual e-learning lesson, the practicum allows students to experience the practical application of the topics they have learned in the prerequisite courses. The instruction focuses the subject matter of each lesson on the requirements, resources, constraints, and issues the student will encounter in the workplace. This course will provide a different perspective on each lesson than students get in the respective prerequisite courses. In order to complete the Practicum project, students must have access to and working knowledge of an e-learning development tool. Students must have completed all other required courses prior to registering for the Practicum course.





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