

TALK TO US TODAY ABOUT HOW WE CAN SUPPORT YOUR TALENT TRANSFORMATION

DIGITAL CONTENT FOR MICROLEARNING

www.TrainerMojo.com



DIGITAL CONTENT

Trainer Mojo's 3-day Digital Content Workshop helps trainers make digital content for microlearning applications that looks professional and leads to learning. Providing the skills to produce text, graphics, audio and video, it also explores content structure and how to integrate to an organization's talent goals.



Trainers Are Content Creators

Trainers have always been content creators. 60 years ago, they created stencils and acetates. 30 years ago, they used photocopiers and PowerPoint slides. So, what's changed? Technology. Today, trainers can make videos, infographics and podcasts that thirty years were outsourced to production houses and graphic design agencies. The challenge for training and talent departments is that not all digital content is created equally.

Just because you can shoot video, doesn't mean it's well-structured and produced to look polished. And just because you can use graphic design software, it doesn't mean your content looks clean and professional. Nor does it mean that the content will make learning easy. Trainer Mojo's Microlearning workshop takes trainers into the psychology of learning and media, then gives them practical skills to make digital content that supports learning, looks polished and doesn't take forever to make.

Practical Skills

This program answers the need in training departments for practical skills on making microlearning content that doesn't look like it was designed in PowerPoint. There are a lot of resources for how to integrate a microlearning strategy, but not so many about the nuts & bolts of building content that works. This program provides practical skills from the broadcast and publishing world to make content fast, professional and linked to learning.

Learning Objectives

- Craft text for easy reading on digital screens that follow the latest studies into usability.
- Produce short videos using a cell phone and online video editor following professional media techniques that lead to learning.
- Record and record voiceovers that sound polished and professional for use in eLearning, videos, and audio podcasts.
- Write scripts for audio and video content that make content quick and easy to understand following professional media writing principles.
- Craft infographics to support learning and development that are clean and professional using an online graphics program.
- Describe key principles for effective digital instructional content based on the multimodal principles.
- Explain key principles of multimodal media communication.

3 Day Hands-On Program

We avoid being too specific with agendas for our workshops. That's because our focus is on delivering skills and to ensure your staff leave being able to perform the tasks we promise to teach, we need to be flexible in adjusting the times and instructional activities. That said, it's helpful to have an idea of how things may look. So below is what this program generally looks like, however, it is subject to change based on the group and skills levels within the group.

PROGRAM OVERVIEW

First Day:

MORNING

- Key principles of effective media
- Multimodal Principles – when and when not to use text, graphics, audio and video for different learning topics.
- Key instructional principles for digital media content that ensures content is quick and easy to understand, remember, and apply.

AFTERNOON

- How to write scripts for digital media that are quick and easy to understand.
- How to record a voiceover for video, podcasts and eLearning that sounds professional.
- Vocal techniques for making voice overs sound dynamic and how to use microphones to sound like a pro.

Second Day:

- How to plan a microlearning video that ensures learning.
- How to shoot a video using your smart phone so it looks professional.
- How to edit a video so it flows smoothly and leads to learning, using professional editing techniques.

Third Day:

MORNING

- How to create compelling graphics for microlearning using an online graphics tool.
- What makes effective graphics to ensure learning.

AFTERNOON

- How to write digital content that is quick and easy to understand.
- Effective ways to make digital microlearning content fast and effectively.

WHY MICROLEARNING?

- Microlearning makes dynamic learning available when people need it. That is, when doing their task, rather than in a classroom six months before they'll use that skill.
- Microlearning gives learners more autonomy over their learning. In terms of adult learning, principles, it allows self-directed learning.
- Microlearning takes pressure off trainers and free them to help organizations in other ways, as the organization evolves and needs more training resources.

What Participants Say

Pierre, Brussels:

"This changed my perspective on how to create digital content for instructional purposes."

Jen, San Francisco:

"Gave a very thorough overview of media and how to work with it."

Russell, Houston:

"The presenter had wide-ranging knowledge and challenged some of my ideas in a way that was respectful but also helped me see some new opportunities."

Jess, Los Angeles:

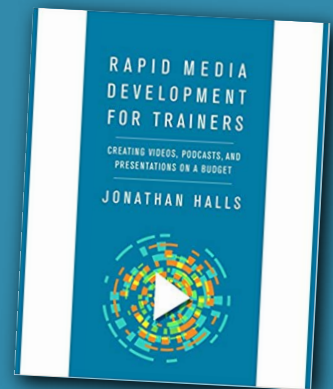
"I liked the fact the facilitator had real experience in the media world and wasn't just teaching a theory".

Rob, Orlando:

"This was a great intro into a lot of the basics."

Liz, Chicago:

"I liked how it was about both content and learning - I want my content to look good but it has to support my org's talent strategy or it's just candy that has no ROI."



Book on Media Content:

This workshop is based on Jonathan Halls' book, *Rapid Media Development for Trainers*. (ATD Press 2016)



Logistics

The program should be conducted in a spacious room with space to move around. Large windows with plenty of natural light is important. Participants may undertake filming activities around the building so it is advisable to consult security and Facilities Management if permission is needed. There are no PowerPoints in this program, however we will require a data projector and set of audio speakers to view video examples, as well as flip chart pads and pens. If lunch is provided, we urge clients to order healthy food, avoiding heavy carbs and starches which makes learning difficult after lunch. It is up to the client whether we provide equipment or we use your yours. For clients starting out on the video workflow journey, we can help you find the right cameras for your needs and price-point ahead of the workshop, and then use those for instruction.

www.TrainerMojo.com

+1 703 483 2416

3 DAY PROGRAM FOR LEARNING PROS



JONATHAN HALLS

Jonathan Halls is an international author, speaker and consultant who is an expert on talent development. He is the author of the ground breaking book, *Rapid Video for Trainers*, the leading book on instructional video. He wrote, *Rapid Media for Trainers*, *Video Script Writing*, *Memory & Cognition in Learning*, and *Confessions of a Corporate Trainer*.

Halls has been teaching media for 30 years. He's an adjunct professor at The George Washington University. He formerly headed up the BBC's TV, radio and new media training.

