



MICHAEL ALLEN'S

E-LEARNING Library

Foreword by Nick van Dam, chief learning officer, Deloitte Touche Tohmatsu

DESIGNING SUCCESSFUL E-LEARNING

FORGET WHAT YOU KNOW
ABOUT INSTRUCTIONAL DESIGN AND
DO SOMETHING INTERESTING



Suggested reading for
ASTD'S E-LEARNING DESIGN
CERTIFICATE PROGRAMS



Contents

About the library series		iii
Acknowledgments		ix
Foreword		xi
Preface		xv
Part One: Real-World Contexts		1
Scenario 1	Hoboken Automotive Devices	3
Scenario 2	Water Mountain Beverage Company	7
Scenario 3	Top Tech Temps	13
Scenario 4	Bellmore University	17
Part Two: The Art & Science of Instructional Design		21
Chapter 5	What Is Instructional Design?	25
Chapter 6	Success-Based Design	45
Chapter 7	Designing Outside the Box	59
Part Three: Designing Successful e-Learning		81
Chapter 8	Designing Pre-Instructional Events	85
Chapter 9	Designing Instruction: Foundations	109
Chapter 10	Designing Instruction: Meaningful Events	137
Chapter 11	Designing Instruction: Memorable Events	157
Chapter 12	Designing Instruction: Motivational Events	179
Chapter 13	Designing Performance Aids	197
Self-Assessment		209
Success Assessment		219
A Final word		233
Index		234
About Allen Interactions Inc.		239
About the Author		240