



Blackboard

# Teaching and Learning Online Advanced Certification Series

## Designing Engaging Content

Online Blackboard Training

### Overview

In this workshop, you will learn new strategies for effectively designing, organizing, and presenting content to increase student success. After exploring a variety of options for presenting content, you will plan and develop a sample lesson that provides a more engaging, complete online learning experience for students. Along the way, you will discover simple, yet powerful, design techniques to make your content more user-friendly. You will also learn how to enhance your content with images, Mashups, multimedia, and activities to address a broad range of learning styles. Finally, you will learn how to apply Adaptive Release to your content to create individualized learning paths for your students.

The *Teaching and Learning Online* Advanced Certification Series extends and enhances your use of Blackboard Learn - Course Delivery\* technology. Upon completion of the series, you will receive an "Advanced Teaching and Learning Online Certificate" issued by Blackboard Inc. The *Teaching and Learning Online* Advanced Certification Series consists of three courses:

- Part I: Designing Engaging Content
- Part II: Building Online Communities
- Part III: Monitoring Student Performance

### Course Objectives

- Identify tools and strategies for presenting user-friendly, accessible content online
- Modify existing content to better meet the needs of online learners
- Demonstrate ways to address diverse learning styles in content delivery
- Organize, plan, and develop an exemplary lesson
- Incorporate interactivity to engage students and go beyond text-heavy lessons
- Individualize instruction using Adaptive Release to control how and when students access content

### Who Should Attend

Instructors, course designers, and instructional support personnel who will be teaching or supporting blended or fully online courses using:

- Blackboard Learn™ - Course Delivery module (Release 9.x)

### Duration and Costs

- Course is 14 days in length
  - Participants should expect to spend approximately 10 - 12 hours to complete the course activities
- 410 USD per person
- Printed or online materials do not need to be purchased for this course

### Location

- Fully online/asynchronous

### Prerequisites

- Completion of the *Teaching and Learning Online* Instructor Certification Series, or demonstration of intermediate level skills in developing Blackboard courses (e.g. adding folders, items, external links, and learning modules)
- Internet 7 or 8, or Firefox 3.5 or 3.6, or Safari 4 or 5
- Email and high speed Internet access
- Materials from a traditional or online course to be used in development activities

### Registration Information

Register for Designing Engaging Content using our online Training Registration Center at <http://trainingcenter.blackboard.com/trainingcenter/>. Enrollment in each course is limited, so early registration is encouraged. Registrants will receive a welcome email from the facilitator on the morning of the course start date with all necessary course access information. If you have any questions, please contact Blackboard Training at [training@blackboard.com](mailto:training@blackboard.com). **\*Please note that registration for this course closes 2 business days prior to the listed start date.**