



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, 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 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)
- Blackboard Learning System™ (Releases 6.x, 7.x, 8.0)

Duration and Costs

- Course is 14 days in length
 - Participants should expect to spend approximately 15-20 hours to complete the course activities
- 390 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)
- Computer that meets the minimum technical requirements for using the Blackboard Learn platform
- Email and Internet access
- Materials from a traditional or online course to be used in development activities



Blackboard

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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. ***Please note that registration for this course closes 2 business days prior to the listed start date.**

* **Note:** Prior to Release 9.0, this was known as the Blackboard Learning System™.