

Content Design, Development and Production

The effectiveness of digital learning content depends on the precision of the instructional design applied to it. If you want to outsource your learning requirements to a partner who is equipped with a thorough understanding of how learners interact with digital media and suitable instructional strategy for subject matter, considering an eLearning provider's expertise in pedagogy, design, processes and technology ensures that your eLearning content is geared for success.

While many are capable of creating eLearning content, making it involving, engaging and sticky is a task that only a few have understood. There are a variety of domains developed by the eLearning industry for eLearning content in a variety of domains for global clients. eLearning solutions have been successfully used by engineering corporations, global development agencies, technological giants, and pharmaceutical majors to create:

- Instructional design
- Development of learning objects
- Courseware development for end-to-end content production
- Content design using multimedia, animation, gaming and simulation
- Live action videos for streaming
- Flash to HTML5 conversion
- Test & assessment objects
- Knowledge process outsourcing

eLearning Course Development

Amongst many, eLearning providers may practice a five-step approach that combines superior instructional design with optimum use of text, graphics, audio, animation, video, and web technology to get your audience to your instructional goal. One proven content development process, such as that used by Sify eLearning, allows providers to rapidly create content from existing, company-specific materials or develop entirely new materials in an efficient, accurate manner. At every step, we bring to the table compelling eLearning experiences that ensure learners receive the information and skills they need to succeed.



Analysis: Involves exhaustive analysis of the raw content; customer business need; current training limitations and an internal brainstorming session with the developers. The deliverable at the end of this step is a Functional Specifications document detailing process flow, instructional strategies and the content writing standards to be followed for developing the courseware.

Design: Involves development of the storyboard document and the visualization of the graphic elements and animations to be used. The deliverable is the sample user interface with the description of the animation, the textual information appearing in the animation along with a brief description of the graphic components.

Development: Involves converting the content present in the storyboard into presentable eLearning course. It includes creation of graphic elements visualized during the design phase, creating the pages and programming the course using an authoring tool.

Implement and Evaluate: Involves deployment of the course UAT. Changes within the scope are incorporated and a final signoff is obtained.

Process to Learn from Experience

A QMS practice has defined processes in place for learning from experience. After completion of a project a provider performs a project closure meeting. This meeting predominantly focuses on the aspect of learning from experience. In this meeting we take a stock of what went well and what went wrong in the engagement. It is important for a provider to maintain and develop

on the positives and at the same time discuss over the various issues faced, do a root cause analysis and come up with proactive measures for avoiding such issues in future engagements.

About Sify eLearning

As innovative leaders in new technology and interactive eLearning, we create highly immersive, and engaging learning experiences. With over a decade of experience in generating customized learning solutions for Fortune 500 and Small and Medium-sized companies, sify eLearning is the choice for industry-relevant training projects. Our solutions align with your organization's business and learning goals, to affect change and improve employee performance. Our extensive experiences across industries have allowed us the benefit of acquiring unique perspectives and interpretations, while thinking outside-the-box to create highly customized projects.

Why Sify

- With over 200 employees we have an informed and dedicated team
- Access to Subject Matter Experts (SME) in various industries as well as functional areas
- Experience in working with clients globally with over 5000 learning hours of digital content developed
- Adherence to industry-standard best practices in all phases of development lifecycle, quality assurance and project management

Ability to scale quickly in terms of the resources, both human and infrastructure as and when required for turnkey projects

About the Author



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Reshma has fourteen years of experience in the publishing and eLearning industries, encompassing roles as varied as Features Writer, Web journalist, Sub-editor, and Instructional Designer. As a Sify eLearning Instructional Design manager she has She has handled the instructional design, SME coordination, and customer communication for over 200 hours of elearning content. She has overseen custom training and eLearning projects for development agencies of the United Nations, providing her with considerable onsite exposure and experience to UN agency culture and working styles across the globe

Furthermore, she has developed trainings for BFSI customers, including Allianz Insurance, Franklin Templeton Investments, WellPoint Insurance, MassMutual Insurance, Standard Chartered Bank.

She is also a certified online course facilitator from the Arts Institute Online (AIO), conducted by the Socrates Distance Learning Technologies Group, a division of Education Management Corporation (EDMC).

We are here to help. Contact us for a demo or consultation.

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