



Learning Experience Design Certificate



Level

Beginner – Intermediate



Language

English



Video Subtitles

English, German, Spanish

Course Learning Outcomes

By the end of this course you will:

- Explain and apply concepts, methodologies, and approaches of **Learning Experience Design**.
- Describe the differences **between traditional learning design and LX Design**.
- Get hands-on LxD experience by designing your own **LxD program throughout this course**.
- Develop **new learning experiences following LX design models**.
- **Analyze your learners, develop personas**, and define the knowledge gap you plan to close.
- Familiarized with tools, platforms, and technologies **used to design and deliver LxD products**.
- Develop your **own toolbox to design new learning experiences**.
- Design learner-centric products utilizing the most **suitable tools to deliver set learning goals**.
- Gain experience in **developing proof of concepts**.
- Implement **learning experiences in your curriculum**.
- Evaluate the learning **transfer success of your learning experiences**.





Why do you need to design Learning Experiences for your learners?



Develop training programs your learners want more off.



Capture learner attention and focus.



Create holistic learner-centric, goal-oriented programs.



Gain new insights into learning success.



Reduce development cost due to rapid prototyping.



Correctly leverage new media and technologies to generate learner benefits.



Offer immersive, real-world simulations and experiences to your learners.



Ensure training development budgets are spent wisely.

Who is it for

This market leading certificate course was developed for all **content creators, instructional designers, learning experience design beginners**



... and any other learning professional who is keen to strengthen their learning experience design skills and knowledge.



How will we teach you?

Participants can access the course material from their: mobile phone, tablet and laptop.

This course is fully taught online. Over a course of 6 weeks you will receive access to 9 chapters. Every week one to three new chapters are being released, depending on the complexity and amount of study materials. During each week you can study the material at your own pace and time.

This course includes a live webinar in which course participants can deepen their new knowledge and skills. Throughout the course, our facilitators engage with all participants by answering questions and provide support during assignments and course discussions.



6 Weeks

How long does it take?

The “**Learning Experience Design Certificate**” course has a course duration of 6 weeks. Lessons include online learning hours, live-online webinar hours, self-study, assignments and assessments.



Learning Experience Design Certificate

What is included

This course includes:



Videos

Exclusive videos explaining concepts, methods, practical tips and tools.



Worksheets

Comprehensive worksheets to practice and train what you have learned.



Assignments

Consolidated tasks to showcase your new skills and knowledge.



Discussions

Discussion forums which let you engage with your instructor and other course participants.



Knowledge Checks

Quick quizzes which let you test your knowledge and understanding.



Recaps

Chapter summaries to review what you have learned.

In addition, you will receive

- Course onboarding support
- Weekly email reminders
- **Official completion certificate:** Printable diploma sharable on your social media accounts such as LinkedIn



Course bonus

- Handbook
- Workbook
- LxD Design Canvas
- LxD Toolkit
- Design Thinking Set
- 2 hour course webinar with your instructor
- 1 year access to your course materials
- 1 year access to all course updates



Attendance Policy

Virtual courses: In order to pass this **virtual-course** it is mandatory for all participants to complete each week all newly released modules and activities of this course. Active participation is required throughout the program to pass each module and receive the completion certificate. Active participation includes, but isn't limited to, participating in discussion forums, answering all questions of each knowledge check, processing and submitting of assignments, watching of all videos and the attendance of webinars.

Attendance of webinars are not required however, recordings of the webinars will be made available and have to be watched within the following seven (7) days of their release.



Tanja Schmidt

Instructor

[LinkedIn Profile](#)



The Online Training Expert

Throughout this course, Tanja will support her participants in understanding and applying the world of learning experience design while answering any questions her course participants might have. Tanja's experience developing simple to learner-centric learner journeys for the last 10 years makes her an ideal facilitator for this course. Throughout her career, she supported hundreds of training professionals in developing and enhancing their learning design skills and knowledge.



Course Chapters

Welcome Chapter

- First impressions are important
- Who is this course meant for?
- Your materials
- Let's get ready!
- What are you in for?
- Equipment needs
- Smooth takeoff
- We'd like to know you better
- Ask away

Chapter 1: A Recap On Learning

- Evaluation of learning
- How adults learn
- Key principles of adult learning
- Evolution from industrial style learning to today
- Engagement challenges
- Known learning theories
- Behaviorism and behavioral conditioning
- Cognitivism and cognitive load
- Cognitive theory of multimedia learning
- Constructivism and stages of human development

- Connectivism and knowledge building
- Instructional design models
- Lifelong learning strategies
- Ecologies of learning
- TPACK
- Microlearning
- Learning in the flow of work
- Continuous learning
- Anyone, anytime, anywhere learning
- Recap
- Knowledge check
- Ask away

Chapter 2: Building A LxD Foundation

- Learning Experience Design
- Needs of today's learners
- Differences between ISD & LXD
- Moving from user to learner
- Importance of emotions
- Importance of experiences
- Learning agility
- Learning experiences
- Learning experience design (LxD)

- Origin and components of LxD
- UX in learning
- Why choosing LxD as the preferred method
- The difference between LX design and other approaches
- Learning technology and LxD
- Enabling technology
- LxD process
- LxD principles
- LxD parent disciplines
- Journey mapping
- Learning journeys
- Learning pathways
- Game based learning design
- Story- based learning design
- When to use what?
- User- centered design
- Design thinking and rapid prototyping
- Why using design thinking in LxD?
- Recap
- Knowledge check
- Ask away



Chapter 3: Experiencing LxD

- **Live Webinar:** In this webinar, course participants experience various LX products and how they can influence learning experiences.
- Recap
- Knowledge check
- Ask away

Chapter 4: Tools, Learning Resources and Technology InLxD

- Tools & technology
- Planning tools
- Authoring tools
- Collaboration tools
- Innovation tools
- Media formats
- LMS, CMS, LxP
- Tool landscape
- Building an ecosystem
- Recap
- Knowledge check
- Ask away

Chapter 5: Empathizing With The Learner

- Walking in the learner's shoes
- The EMPATHY stage
- Getting to know your learners
- Conducting interviews
- Shadowing & performance observations
- Preparing the walk
- Building a full picture
- Brining it to the point
- Selecting a focus
- Defining the problem statement
- The question you want to ask
- Recap
- Knowledge check
- Ask away

Chapter 6: Defining Needs

- Who is the learner?
- The NEED DEFINITION stage
- Learner personas
- Learner characteristics
- Learner behaviours
- Learner needs
- Identifying pain points
- Clarifying knowledge gaps
- Putting it on paper
- Recap
- Knowledge check
- Ask away



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Chapter 7: Ideate Learning Experiences

- No boundaries, no limits
- The IDEATION stage
- The design thinking box
- Brainwriting ideas
- Getting started
- Brainstorming ideas
- Sharing ideas
- LxD development toolbox
- Mindsed's LxD Canvas
- Ideation is creation
- Checking-in
- Recap
- Knowledge check
- Ask away

Chapter 8: Rapid Prototyping Of Experiences

- Making it tangible
- The PROTOTYPE stage
- Selecting an idea
- Prioritizing and selecting
- Choosing the right delivery method
- Team discussions
- Preventing information overload
- Using visual elements to increase interest in learning product
- Building storyboards
- Drafting the idea
- Creating mock-ups
- Bringing it all together
- Iterate and discuss
- Mock-up improvements
- Review and iterate
- Recap
- Knowledge check
- Ask away

Chapter 9: Testing Solutions

- Test, test, test
- The TESTING stage
- Mock-up test
- Evaluation tools in LxD
- Selecting evaluation tools for different interventions
- Different data input
- Preparing for data collection
- Evaluating gathered data points
- Test, collect, review
- Discuss failures and successes
- Improvement proposals
- Bringing it all together
- Recap
- Knowledge check
- Ask away

Wrap Up

- Let's call it a wrap!
- Are we ready yet?
- Thank you!
- Feedback keeps us going!

* **Note:** Course outline might change depending on course updates.



Ready to go?

Do you have a question before purchasing a course, want to know more about our dedicated in-house training programs for your organization or have any other digital learning question?



SCAN ME

Register online

- Visit: <https://mindsed.com/LxD>
- Create an account.
- Follow the payment indications.



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Contact us

Use this form and we will get back to you as soon as we can!

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