

vision for the future



EXPLORATION

Tips and Tricks for DIY Digital Learning Resources

Kerri Buttery



NATIONAL VET CONFERENCE
GOLD COAST 2021

#2021NVC



Who am I?

Kerri Buttery

Kerri has worked in the Australian education sector for more than two decades. She has always had a passion for the use of technology in training and has completed university studies in education, information technology and eLearning.

Kerri is the founder of VETNexus, which is an organisation that provides consulting services in the creation and adoption of eLearning strategies. Kerri also regularly delivers professional development webinars to participants and has been doing this for almost a decade.



Join the fun!

This session can be interactive if you join in on Kahoot.

Scan the QR code or enter the link below:

<https://bit.ly/3k5IR7h>

Game Pin: 0152503



How much experience have you had in developing digital learning?



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Kahoot!

What are you hoping to get from this session?



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Kahoot!

What are you hoping to get from this session?



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Session Agenda



The Right Tools

Getting Started



Course Plan

The Journey



Accessibility Considerations

Learner Needs



Design Principles & Considerations

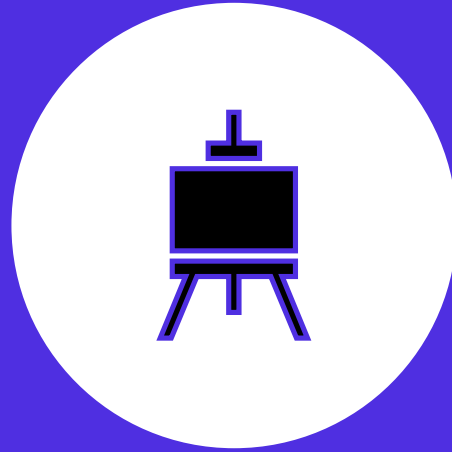
Learner Needs



Images



Video



The Right Tools

Getting Started

Ideal Equipment

- Desktop computer with dedicated graphics card – Approx. \$2,000
- Dual monitors – Approx. \$500
- Monitor speakers – Approx. \$1,000
- Noise cancelling headphones – Approx. \$450
- Mirrorless DLSR (Canon or Panasonic) with 4K or 8K capability – Approx. \$2,000
- Camera Lens with zoom – Approx. \$2000
- Tripod – size depends on the camera – Approx. \$150
- Wireless lapel microphone (Rode) – Approx. \$250
- LED lighting with stand – Approx. \$80
- Teleprompter – Approx. \$350
- Green screen (collapsible) – Approx. \$300
- Shotgun microphone – Approx. \$350
- Podcasting microphone – Approx. \$250

Total: \$9,680+

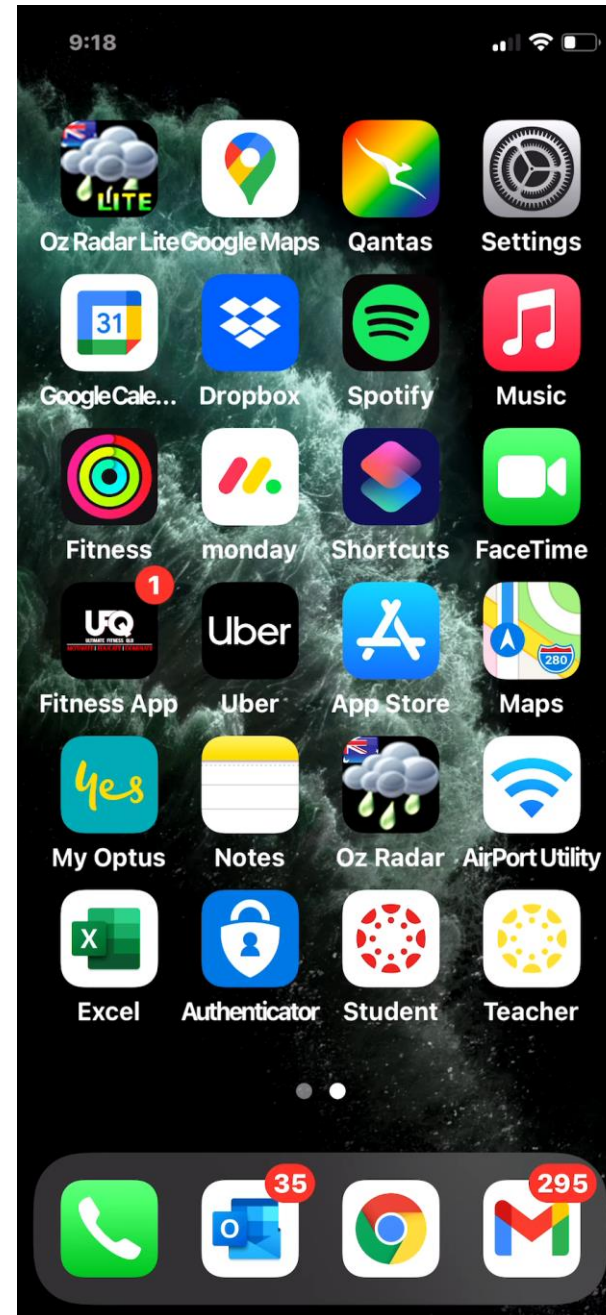
Entry Level Equipment

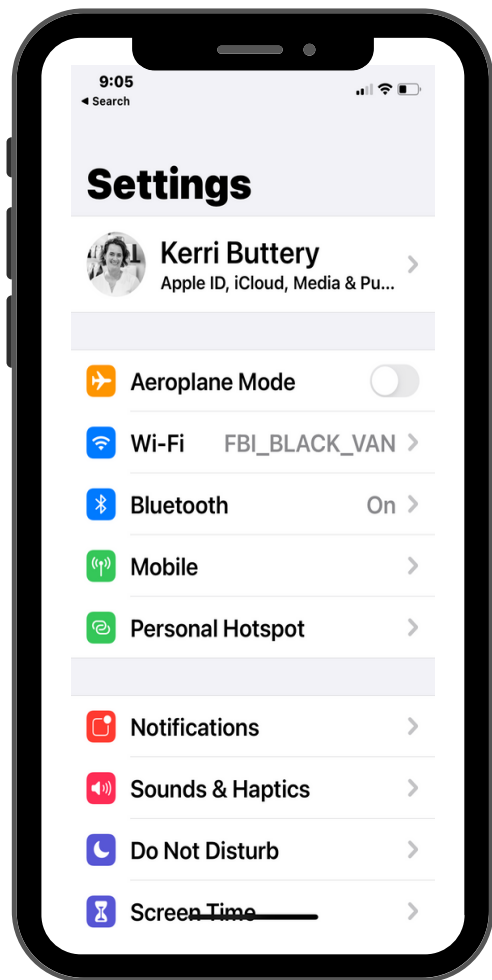
- Laptop/desktop with min 16Mb RAM and i5 Processor \$2000
- Speakers - Approx. \$150
- Webcam or phone (an iPhone can shoot in 4K) – Approx. \$150
- Tripod – Approx. \$60
- Corded lapel microphone (Rode) – Approx. \$80
- LED lighting with stand – Approx. \$80
- Nice looking background (go to IKEA)

Total: \$2370

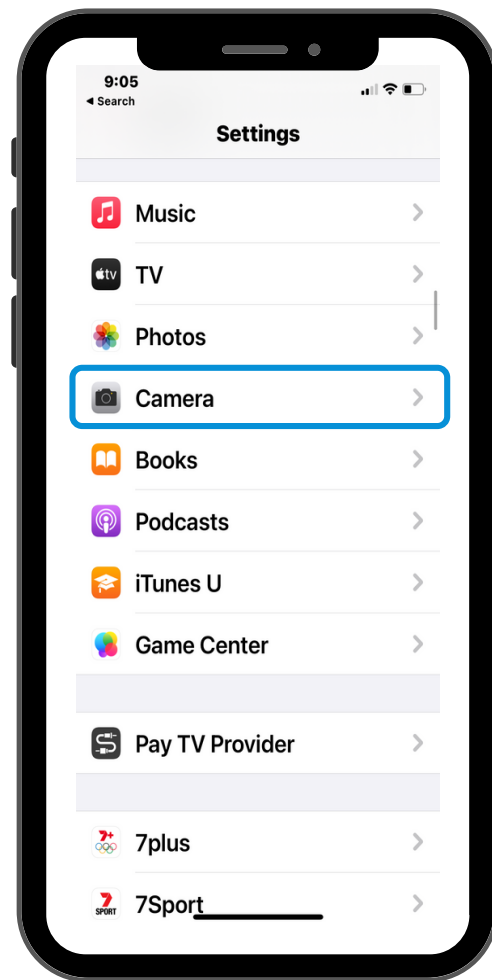
iPhone Settings

- Settings
- Camera
- Record Video
- Choose resolution

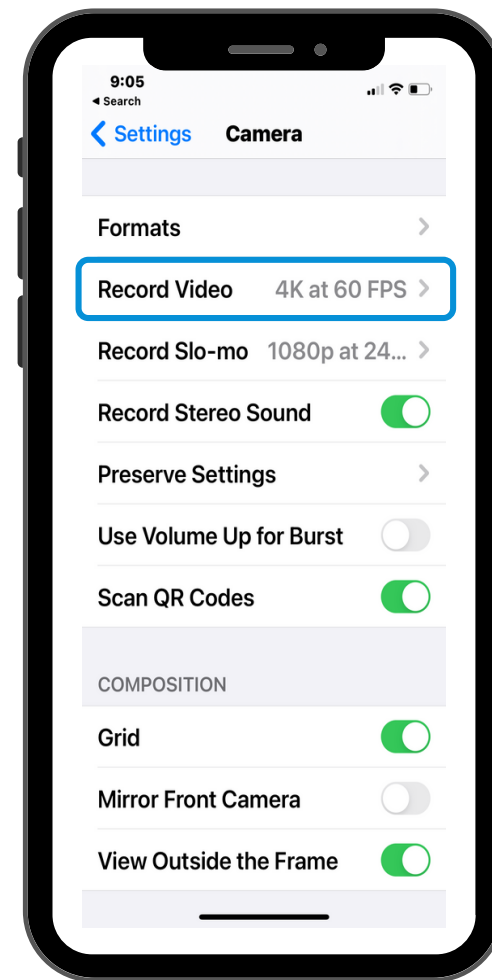




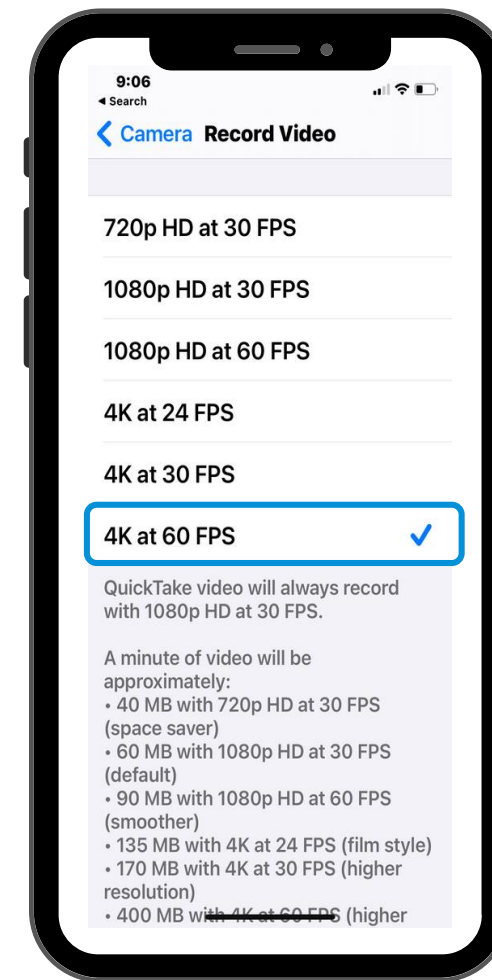
1 Go to Settings



2 Go to Camera



3 Go to Record Video



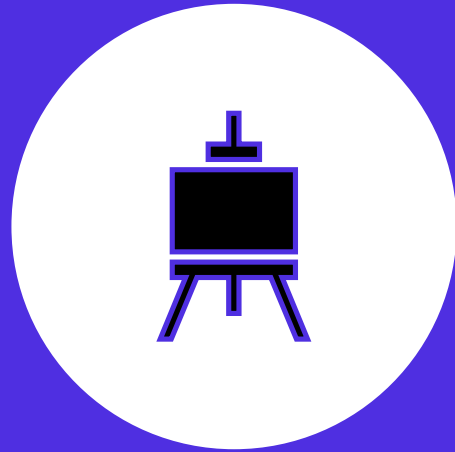
4 Choose 4K

Kahoot!

When getting started in eLearning, what sort of entry level equipment budget will most RTOs need?



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Course Plan

The Journey

Types of Interactions



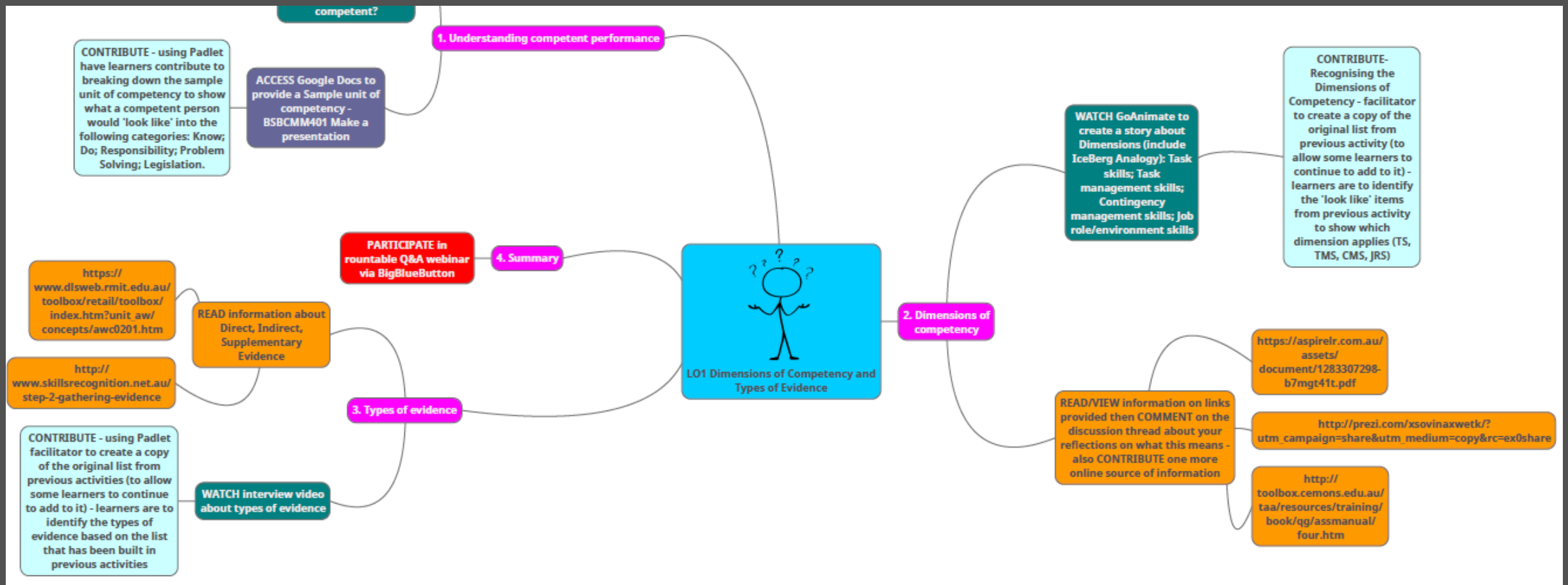
STUDENT – CONTENT



STUDENT – STUDENT



STUDENT –
FACILITATOR



MindMap

- What is your objective?
- How will you chunk it?
- What will the interactions and activities be?

Student Interactions Map

Introduction	10 minutes	Learner – facilitator interaction	- Note: all lessons require online access to Canvas LMS - Video/audio file	Module Introduction Learners to watch a video of the facilitator explaining: - the objective and learning outcomes of the course - how to access help throughout the course - expectations for participation
LO1 - 1	15 minutes 5 minutes 20 minutes 15 minutes	Learner – content interaction Learner – tool interaction Learner – content interaction Learner – tool interaction	- Adobe Presenter video / quiz file uploaded to Vimeo and embedded on the LMS 'Understanding Competent Performance' - Google Docs – provision of BSBCMM401 Make a presentation unit of competency and associated assessment requirements from training.gov.au - Online access to Padlet link (https://padlet.com/kbuttery/fo4mccs3efpd)	1. Understanding competent performance Learners to watch video (created in Adobe Presenter). This will contain slides and the subject matter expert discussing: - What does a competent person 'look like' - What is competent performance <i>Assessment: After watching the video, students complete the short quiz assessment which will appear at the end of the video. This quiz will ask questions based on the content they have viewed in the video.</i> Onscreen text to instruct students to access Google Docs (provide link to students) to BSBCMM401 Make a presentation. Text instructions to include: - Access the unit of competency provided and identify components of what a competent person would 'look like'. Categorise these under: - Know - Do - Responsibility level - Problem solving - Legislation applicable <i>Assessment: After identifying these areas for the full unit of competency, logon to Padlet (https://padlet.com/kbuttery/fo4mccs3efpd) and add 2 items from each category to the list (ensuring you don't repeat one that is already there)</i> <i>[note to facilitator – the number of items to share may vary based on group size – smaller groups can contribute a larger number of items]</i>

COURSE PLAN: INSERT UNIT CODE AND TITLE

This course plan provides an overview level guide to how the course (unit) will be built in Canvas.



MODULE OVERVIEW

Module	Title Text & Coding	Module Prerequisites	Module Progression Requirements
0	Trainer/Assessor Resources – UNPUBLISHED		
1	Introduction & Authenticity Statement		
2	<Topic>	Introduction & Authenticity Statement	
3	<Topic>		
4	<Topic>		
5	<Topic>		
6	Assessment		
7	Learner Feedback Survey		
Additional Pages not attached to modules (navigation via buttons/tiles)			
FAQ			
Resources			

CONTENT BREAKDOWN

MODULE 1 – INTRODUCTION & AUTHENTICITY STATEMENT

Page	Page Title (must be unique)	Page Type	Reference Material	Images	Multimedia
1		Choose an item.	<Insert learner guide heading and page numbers>	<Insert image filenames and any specific instructions>	<Insert any links to online resources/videos if not

Brainstorm and Storyboard Software

- Boords
- Mindmup
- Word Webs
- Maps of Mind
- Write Mapper

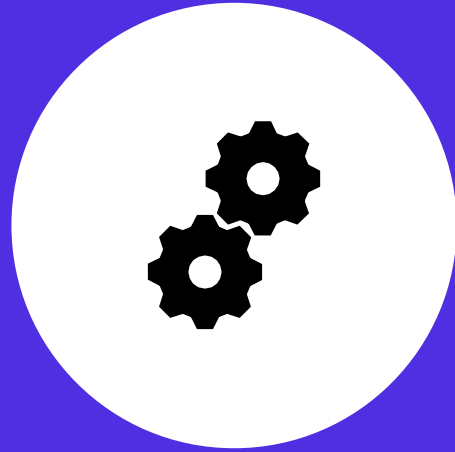


A Student Interaction Map is important to including in your planning



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Accessibility Considerations

Learner Needs

WCAG 2.1



[Web Content Accessibility Guidelines](#)



[SortSite Accessibility Checker](#)



Principles of Accessibility (POUR)



Levels of Conformance

Principles of Accessibility (POUR)



Perceivable

Three main senses are catered for

Sight, sound and touch



Operable

Actions to be taken

Accessible via keyboard only



Understandable

Clear terms and simple instructions



Robust

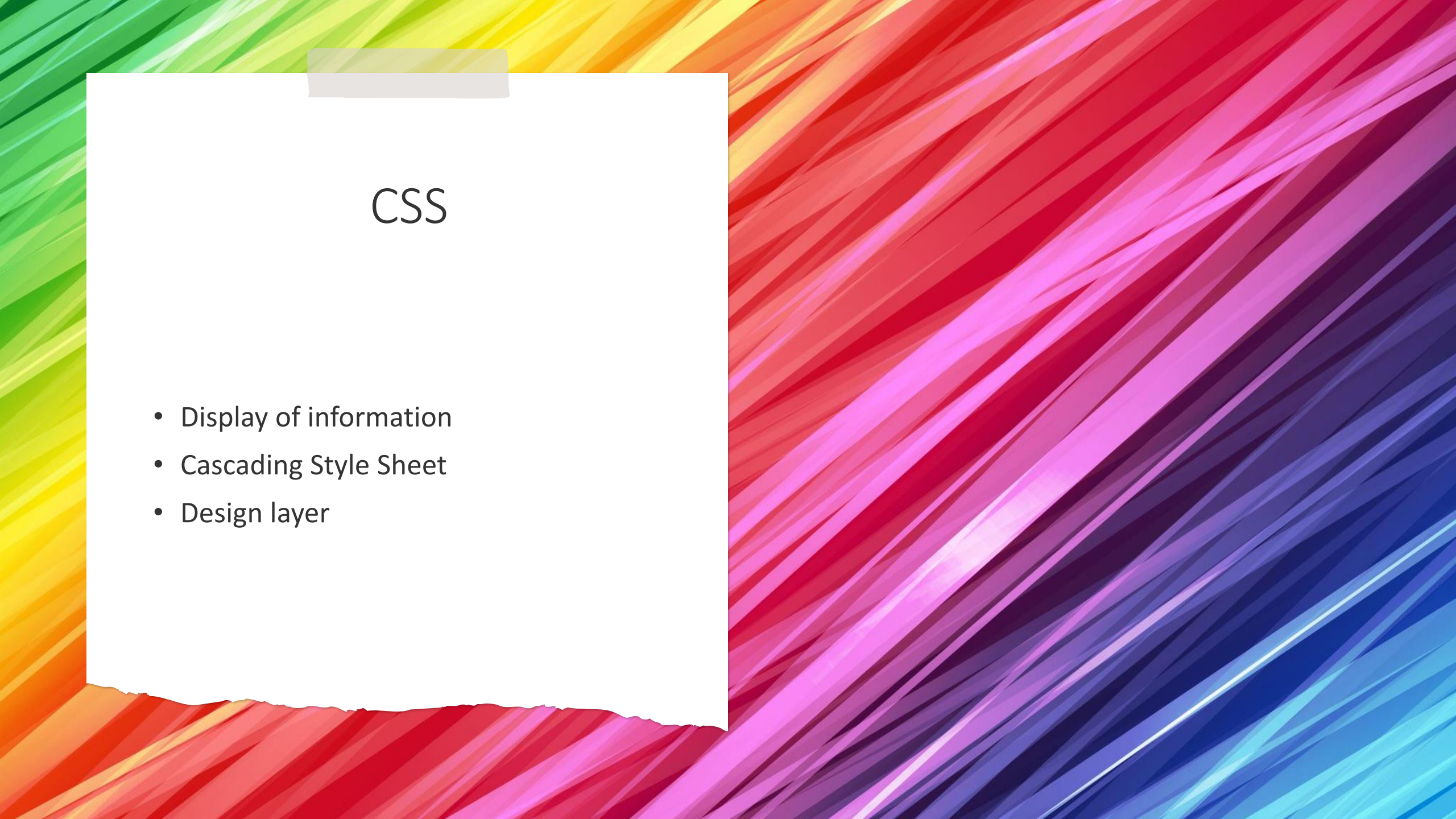
Clean HTML and CSS

Levels of Conformance

Level	Level	Level
Level A • Basic web accessibility features	Level AA • Biggest and most common barriers (generally aimed for)	Level AAA • Highest level of accessibility (and most complex)

HTML

- Structure of information
- Hypertext markup language
- Content layer

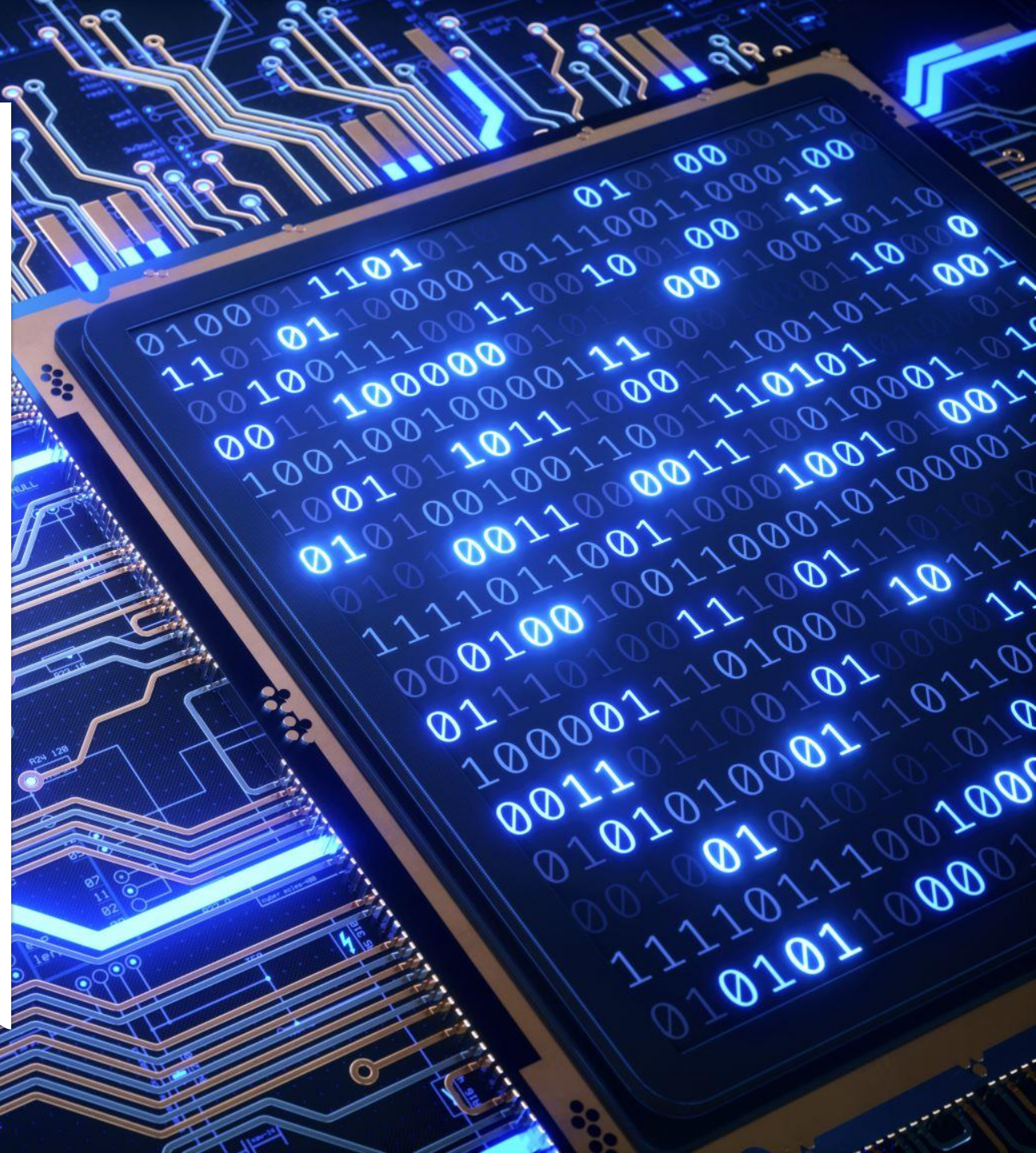


CSS

- Display of information
- Cascading Style Sheet
- Design layer

Assistive Technology

- Screen reader – reads content layer (HTML)
- Use heading levels



WCAG 2.1 Checklist

Sourced from
Essential
Accessibility

Colour
Contrast
Analyser

Kahoot!

The acronym for the
accessibility guidelines is...



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Alt-Text



Alternative Text



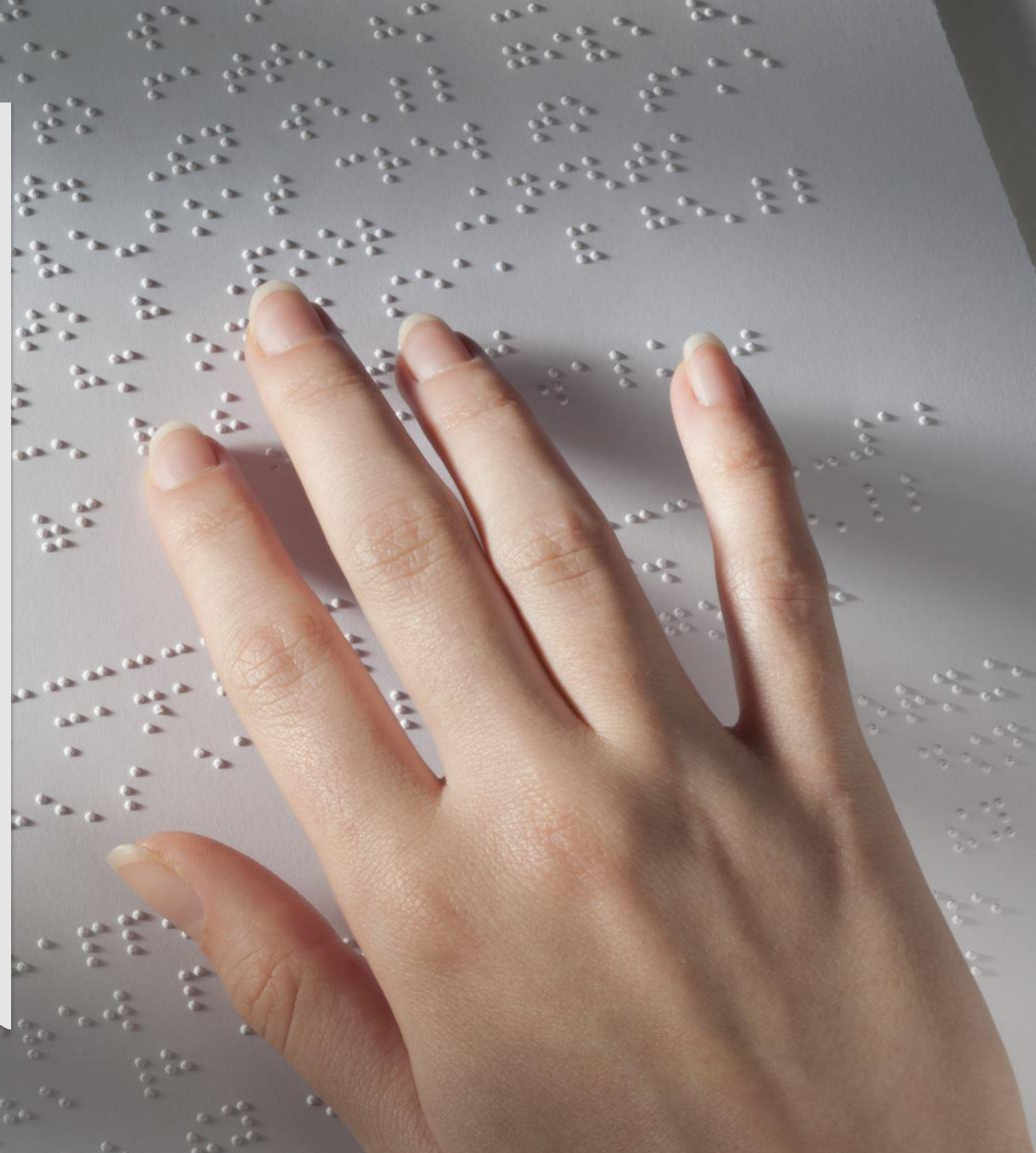
Used for screen readers



Displayed if not enough bandwidth

Alternative Text

- Must use alt-text for all images, including graphs and charts
- Read by screen readers in place of images
- Displayed in place of images if browsers can't load
- Read by search engines
- Represents **content** and **function** of the image
- Can be provided as alt-text tag or in surrounding text





What would you use as alt-text?

- “Image of four chickens in field”
- Chickens, a type of bird used for production of eggs and meat
- Empty alt attribute (decorative image)
- “Chickens in field”



What alt-text would you use for the image in the presentation?



Game Pin: 0152503





Content & Function

- Alt-text must present the same **content** and **function** as the image
- Be succinct
- Not be redundant
- Not be 'Image of...' or 'graphic of...'
- Content – describe what is being depicted
- Function – usually only if there is a hotspot or a button
- Items with a link will be identified as a link
- When image is only text, the text will be the alt-text



What would you use as alt-text?

- ~~“Image of four chickens in field”~~
- ~~Chickens, a type of bird used for production of eggs and meat~~
- ~~Empty alt attribute (decorative image)~~
- “Chickens in field”

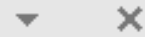


What would you use as alt-text if this were a clickable image?

- “Image of four chickens in field”
- Chickens, a type of bird used for production of eggs and meat
- Read more about chickens
- “Chickens in field”



Alt Text



How would you describe this object and its context to someone who is blind?

(1-2 sentences recommended)

Content marked as decorative will not expose a description to screen readers.

Generate a description for me

☒ Mark as decorative [i](#)

Decorative Images

What do you do when the text that is presented is accompanied by an image, but the image doesn't provide content or function? There is no value add by the image other than visual appeal, and it does not need to be identified for a function to be performed?



Use of Colours

- Two to 3 colours only
- Warmer shades help readability
- Cultural preferences
- Accessibility
- Hexadecimal colours
- [Colour Picker](#)



Sub-Titles

- Transcripts for audio recordings
- Captions for video recordings
 - Subtitles cover dialogue
 - Captions include all sounds
- Captioning tools:
 - YouTube
 - Microsoft Stream
 - Rev



MS Word Tips

- Use heading styles and themes
- Use Alt-Text (don't generate description automatically)
- Tables are not easily communicated
- Use descriptive text links (not raw hyperlinks) and avoid 'click here'
- Lists should be ordered (numbered) or unordered (bullets)



MS Word Tips

- Minimum font size of 11 points
- Do not use colour as the only way to highlight information
- Watermarks impact on readability
- Run the accessibility checker
- Convert to PDF for distribution
- [MS Word Tips from Microsoft](#)



PowerPoint Tips

- Use a built-in theme or check contrast
- Slide layouts
 - Heading structure - descriptive title
 - Reading order
 - Home > Arrange > Selection Pane
 - Send backward – first in reading order, bring to front – last in reading order
 - Hiding objects visually will still be read by the screen reader

PowerPoint Tips

- Use Alt-Text (don't generate description automatically)
- Use the Table Design tools to identify headers and totals in the table
- Use descriptive text links (not raw hyperlinks)
- Consider size of text



PowerPoint Tips

- Do not use colour as the only way to highlight information
- Keep animations/transitions simple
- Run the accessibility checker
- Convert to PDF for distribution

PDF Tips

Headings

Alternative
text for
images

Table
structure

Descriptive
Links

Lists

Columns

Legible text
size

Good contrast

No color
reliance

Document
title

Options ? X

Page range

☒ All

☐ Current page

☐ Selection

☐ Page(s) From: 1 To: 1

Publish what

☒ Document

☐ Document showing markup

Include non-printing information

☐ Create bookmarks using:

☒ Headings

☐ Word bookmarks

☒ Document properties

☒ Document structure tags for accessibility

PDF options

☐ PDF/A compliant

☐ Optimize for image quality

☒ Bitmap text when fonts may not be embedded

☐ Encrypt the document with a password

OK Cancel

Accessible PDFs

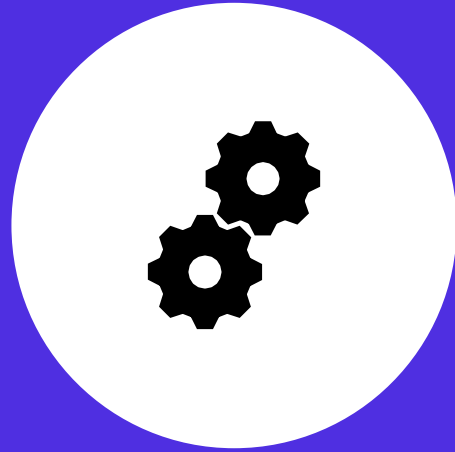
- Heading Styles
- PDF “tagging”
- Set source document up for accessibility
 - Headings, alt text, tables, descriptive links, no colour reliance, etc
- Never create via ‘Print’ to PDF
- Avoid text that may not make sense out of context such as ‘click here’
- Use the accessibility checker

Kahoot!

When creating a PDF from Word, the file should be...



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Design Principles & Considerations

Learner Needs

Visual Design



COGNITIVE
LOAD



RELEVANCE OF
IMAGERY



USE OF
COLOURS



USE OF FONTS



WHITESPACE



Cognitive Load

“**Cognitive load** refers to the total amount of information your working memory can handle. **Cognitive overload** happens when your working memory receives more information than it can handle comfortably, leading to frustration and comprised decision-making.”

Source: [Smashing Magazine](#)



Cognitive Load

- Working memory
 - 3-4 pieces of information
 - 10 seconds
- Long term memory
- Verbal channel
- Visual channel



Cognitive Load

- Split presentation between verbal and visual
- Chunking
- Remove non-essential content
- Location of words and graphics
- Don't narrate on-screen text

Source: <https://elearningindustry.com/5-ways-to-reduce-cognitive-load-in-elearning>

Cognitive Load and Images

Consistency

- Illustrations OR photos
- Horizontal OR vertical
- Colour OR black and white

100% relevance

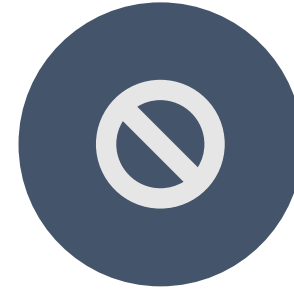
Align text and graphics to eye-level

Text should not describe the image

Copyright



ATTRIBUTE THE
SOURCE



IF NOT KNOWN,
DON'T USE IT



SOME INSTANCES NO
ATTRIBUTION NEEDED



CREATIVE COMMONS

Kahoot!

For cognitive load, information should be duplicated by the audio and visual channels to ensure the message gets through



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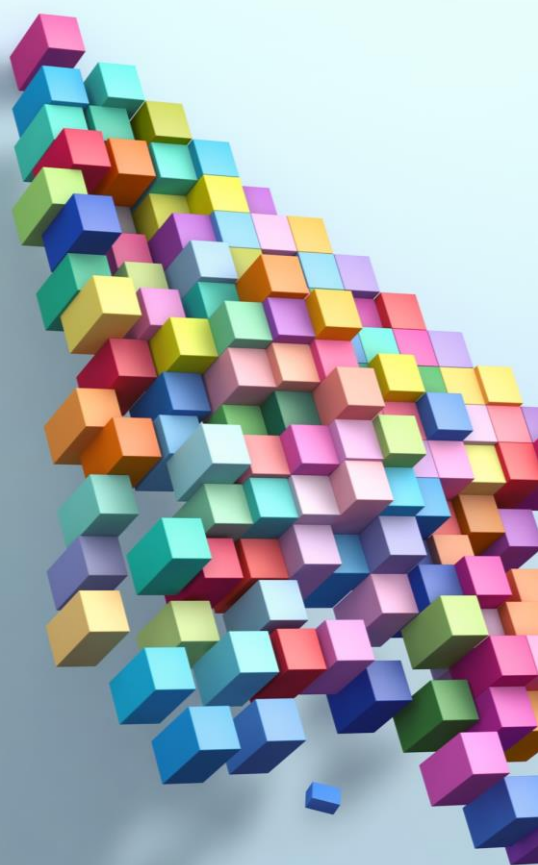


Images

Relevance of Imagery

- Relates to cognitive load
- Diagrams
- Infographics
- Icons
- Animations
- Help the learner 'see' what you're explaining





Size of Imagery

- High resolution:
 - looks better
 - slow to download
- Balance clarity with bandwidth
- Know your pixels
 - 200 to 300 pixels per inch is good quality image (resolution)
 - Pixel dimension: 1920 x 1080 is a widescreen PowerPoint size



Image Types

Raster Image Files (pixels or blocks)

- **Png – portable network graphics [lossless & transparent]**
- Jpg / jpeg – joint photographic experts group
- Gif – graphics interchange format [animated]

Vector Image Files (proportional formulas)

- EPS – encapsulated postscript
- AI – Adobe Illustrator Document
- PDF – portable document format



Useful Sites

- [Unsplash](#)
- [Moose](#) (Icons8)
- [The Noun Project](#)
- [DrawKit](#)
- [Envato Elements](#) (paid)
- [Pixabay](#)
- [Pexels](#)
- [PicJumbo](#)

Kahoot!

Which file types should be used for uploading images to your LMS?



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Design anything.

Q Search designs, templates, and more

Recent

- 🕒 timeline
- 🕒 twitter post
- 🕒 instagram post

Suggested

- 📄 Presentation
- 📘 Facebook Post
- 🖼️ Poster

Create a design



Presentation



Twitter Post



Instagram Post



Facebook Post



LinkedIn Banner



Facebook Cover



Logo



Flyer

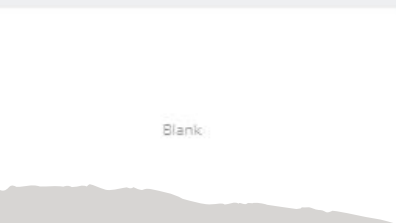


Poster

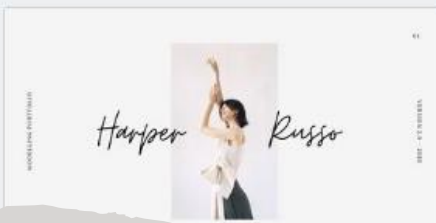


Video

Custom dimensions



Blank



Canva

<https://www.canva.com/>

See all



Help ?



Why I love Canva

- Makes me look really, really good
- Set up colour palettes
- Can upload images
- Search Unsplash images within the platform
- Free version plus paid version
- Download as images to use anywhere

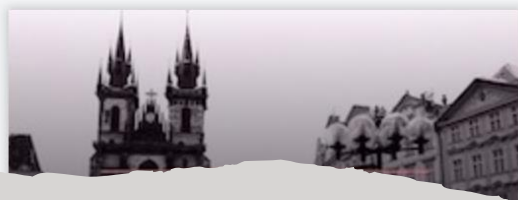
Transform your ideas into stunning visual stories

Create impactful social graphics, web pages, and short videos in minutes with Adobe Spark

[Get started now](#)[▶ Watch Video](#)

Adobe Spark

<https://spark.adobe.com/>



Flyer

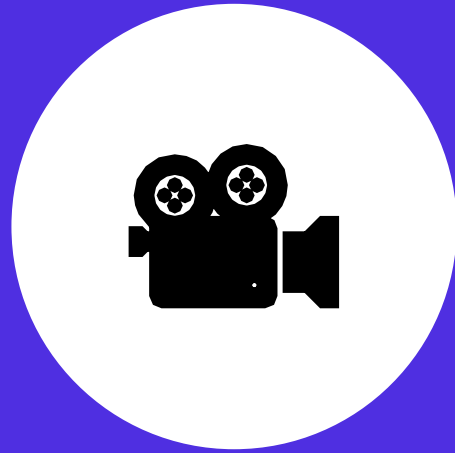


G



Why I love Spark

- Free and paid plans
- Images (including social posts), videos and pages
- Drag and Drop
- Download or embed
- Can't get more simple and straightforward
- Great library



Video

Video Storyboard



Introduction

Hook

Grab

WIIFM



Topic overview

High level first



Content areas

The detail



Conclusion

Recap it all

Kahoot!

Video consumed on its own, is what type of learning tool?



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Decisions, Decisions...

Cartoon style?

Video stock footage?

Still images with text?

Narration or text on screen?



Video Creation Tools

[Canva](#)

[Biteable](#)

[Adobe Spark](#)

[Doodly](#)

[PowToon](#)

[Vyond](#)

And many more!



Stock Video Sites

- [Pixabay](#)
- [Coverr](#)
- [Videezy](#)
- [Video](#)
- [Pexels](#)



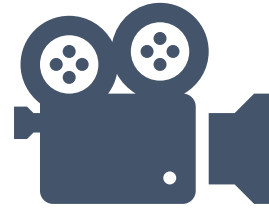
Stock Audio Sites

- [Artlist](#)
- [FreePD](#)
- [Mixkit](#)
- [YouTube Audio Library](#)
- [Epidemic Sound](#)
- [AudioJungle](#) (Envato Market)

Editors



[Audacity](#) – Sound



[Lightworks](#) – Video



[Camtasia](#) – Video (Paid)



Add to the Interactivity

- [H5P](#)
- [Canvas – Studio](#)
- [EdPuzzle](#)

Student Video Creation



Students create course summary videos



Use a tool such as VoiceThread: www.voicethread.com



Each student adds their thought or comment after watching others then passes to next student

Kahoot!

Online learning tools should always add value to the learning experience in some way.



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See you tomorrow!

