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WORKSHOP
CATALOG

2018

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GAME DESIGN BASICS

Games of all sorts have become a pervasive part of our culture, and they're only going to become more widespread and influential in the coming years. And they're not just for entertainment. Trends such as gamification and game-based learning have made a splash in business, marketing, science, education, and more — sometimes in subtler ways than you might imagine.

Even if you don't plan on creating "games for games' sake," understanding the fundamentals of game design can give you new perspectives on just about everything else you work on, from creating a user experience to managing a team. Why? Because when you get down to it, games model life. Playing games is about understanding and then mastering interrelated systems, and game design is about thoughtfully crafting those systems.

In this workshop, you'll learn:

- A working definition of "game"
- The physiology of fun
- Why all games are learning experiences
- The difference between gamification and game-based learning
- The importance of player choice and consequence
- How to think about tuning game systems to achieve your desired end-user experience
- Exercises you can try to start stretching your game design muscles

We'll also provide a list of suggested materials you can explore to continue learning on your own.



Chris Krueger
Gamification Specialist



You can hear Chris on the Backward Compatible podcast!
Check out [this episode](#) where he talks about gamification and game-based learning.

DAMMIT JIM! I'M A DOCTOR, NOT A GRAPHIC DESIGNER!

Designers often find themselves playing many roles in training development. Due to time or budget constraints, the role that usually ends up taking a backseat is the role of graphic designer. Solid graphic design makes a big difference in how a learner receives information. While graphic design can seem challenging and time-consuming, it doesn't have to be.

In this workshop, we will discuss effective and user-friendly practices that will improve your production quality. You will be able to translate these to any tool you use for development, be it PowerPoint, Illustrator, or Storyline. We will focus on how to organize content and how to effectively use color and backgrounds to create an optimal learner experience. You'll leave this session with five practical tips that will make your content more appealing to the eye with minimal time and effort.

In this workshop, you'll learn:

- How to pick the right font palette for your project and why you should stick to it
- The importance of selecting an appropriate color scheme and use it consistently
- How to create proper contrast - because if everything is emphasized, then nothing is emphasized
- Why trying to fill space is a terrible idea, and using empty space is a good design choice
- How to contrast your text with your background and increase legibility



Jeremy Medrano
Chief Creative Officer

This workshop was first conducted at the eLearning Guild's Learning Solutions 2018 Conference and Expo

This presentation was entertaining and informative!

Some good general tips for newbie designers.

Instructor was engaging and knowledgeable.

WHAT ELEARNING DESIGN CAN LEARN FROM WEB DESIGN

eLearning technologies, conventions, and trends are progressing daily, and the path they're on is not so different from that of the web. Web design reached "high design" status long ago, while eLearning design is much more often left to grassroots methods and simply "what we've done before." This workshop seeks to bridge the gap by exposing what eLearning design can learn from web design.

This workshop will offer a brief overview of the histories of both eLearning and web design and compare their trajectories to demonstrate why it's important to consider web design principles when making decisions for your eLearning courses. Then, you'll explore the specifics of what you can learn from well-established web design conventions to make your eLearning more effective. Some of these takeaways include: effective typographic choices (hierarchy, consistency and rhythm, and negative space); humanizing design with micro interactions and screen size considerations; and why adaptive design is growing in importance.

In this workshop, you'll learn:

- Why it's important to consider web conventions when designing your eLearning
- Why utilizing micro interactions is so important
- How to design eLearning with a tech-savvy audience in mind
- How to leverage simple typographic principles to make your courses more effective
- How to design accessible learning for mobile devices



Bryan Marcum
Graphic Artist

This workshop was first conducted at the eLearning Guild's Learning Solutions 2018 Conference and Expo



Great session!! I wish it was longer!

Good info for keeping elearning in a familiar format.



MIGRATING FLASH CONTENT TO HTML5

You have until the end of 2020 to move your legacy Flash curriculum to HTML5 before Adobe, Google, Mozilla, Apple, and Microsoft flip the switch and turn it off. If you use Google Chrome, you may already be dealing with issues. You need to rethink how your content is organized, deployed, and tracked. Where do you start?

We are going to look at some approaches for translating Flash-based eLearnings into HTML5 content. We will explore what tools and resources are available to you, and how to select one based on your requirements and budget.

In this workshop, you'll learn:

- About the need to classify content and assign the appropriate tool
- How to dissect and extract content from a Flash course
- The basics of the developer menu in your browser
- Use cases for Articulate Rise
- The foundations of using Adapt Builder
- An introduction to Bootstrap



Bryan Marcum
Graphic Artist

CREATE AN ELEARNING ADVENTURE: ADVANCED ARTICULATE STORYLINE

eLearning courses sometimes get a reputation for being boring or outdated. In a society where hundreds of interactions compete for our attention, eLearning has had a hard time keeping up with standards set by the entertainment industry. What if we could leverage the tools we already have to increase the quality of eLearning so it appeals to the modern mind?

In this workshop, you will learn how to use layers, variables, and multimedia to add game elements to an Articulate Storyline course and improve the quality of your eLearning production. We will build basic Storyline activities and turn them into a highly engaging adventure for the end user.

In this workshop, you'll learn:

- How to turn simple Storyline activities into engaging games
- How to make the best use of layers and variables in Storyline
- Do's and Dont's of using multimedia in Storyline
- Where to find resources to help you create outstanding eLearning



Jeremy Medrano
Chief Creative Officer

IT NEEDS MORE COWBELL! SOUND DESIGN IN ELEARNING

Sound and music have been harnessed for centuries by those who understand the importance of its power to the human mind, yet we often neglect it when trying to capture the attention of our learners. Good sound design is often the difference between an eLearning and an *eLearning*.

In this workshop, we will explore a few techniques that will help you add “bells and whistles” to your eLearning - quite literally. You will learn a few ways to sound design an eLearning, together we’ll briefly explore how the brain and memory respond to sound and music, and why sound is an effective tool for training. We’ll also view a few examples of the effective use of sound design.

This is a highly auditory session. We’ll listen to different types of music (i.e., background music, thematic music, and scores); play different sound effects, VO, etc.; have conversations about memorable sound design we’ve encountered; and discuss the role of sound in media, cinema, and education.

In this workshop, you’ll learn:

- Why sound is important to learning
- How to apply sound design to your training
- Where to find resources for sound design



Jeremy Medrano
Chief Creative Officer

I CAN HEAR CLEARLY NOW THE BUZZ IS GONE: CAPTURING QUALITY AUDIO

We've all heard it and, believe me, we're all extremely tired of it. You know what I'm talking about: the buzz. Poor audio quality in videos or eLearnings can severely distract the learner and keep them from fully grasping the content they are attempting to learn – a huge turn-off for the audience. How can you make your audio clean while running and gunning in the field?

In this workshop, we will explore different ways to capture high-quality audio in the field. We will compare audio recorded through external microphones and recorders against audio recorded through a camera's internal microphone, with the Canon 7D as our test subject. We will also take a look at several low-cost, external microphones that can help boost production value. Participants will leave the session with valuable tips to take audio recording to the next level.

In this workshop, you'll learn:

- How to capture high-quality audio recordings with a DSLR camera
- About several low-cost microphones to boost your production quality
- How to successfully plan out your audio needs before shooting
- Practical tips for recording in the field



David Nickel
Video Editor

HOW MACGYVER MAKES A VIDEO: TIPS AND TRICKS FOR THE NOVICE VIDEO PRODUCER

Video is one of the best tactics used to connect with your audience, and you can now reach more people in less time than ever before. Smartphones have made the consumption of video so easy and so appealing that experts estimate that mobile video will account for 82% of all mobile traffic by 2021. The ability to create video content is right at your fingertips, but where do you start? Well, we are here to help.

This workshop will introduce you to the basics of video production and effective ways you can start creating more professional-looking video on a budget. You will learn about the power of video, the value it adds to your message, and what options you have to produce compelling and impactful video.

In this workshop, you'll learn:

- Tips and tricks for more effective production
- A list of equipment to start out with
- A list of different platforms that can be leveraged for rapid video development
- The basics of video editing



Jeremy Medrano
Chief Creative Officer

This workshop was first conducted at the ABC Human Resources & Employee Training/Development Workshop in Dallas, Texas



Excellent information. Jeremy has a passion for the topic that was expressed throughout his presentation. Thank you!

Jeremy was VERY engaging! Great balance of being SUPER technologically smart and still be able to share this knowledge with regular folks.



SAY IT LIKE YOU MEAN IT

Scripted instructional content is often written in a very formal, technical style and voice. However, a common request is to make it sound “conversational.” The challenge is to write content in a more conversational and easy-to-understand style. As a scriptwriter, audio engineer, and voice artist, I help others strike a conversational tone. It can be a struggle for even the most experienced voice talent if the content is not written in a way that optimizes the script for speaking.

In this workshop, you’ll learn:

- Tips to make your narration easier for the learner to digest
- How to make your scripts easier for the voice talent to read
- How to make complex content more conversational



Bill Hengstenberg
Team Lead, Video Development

HOW INNOVATION AT HOME CAN CHANGE LEARNING AT WORK

Our daily lives are constantly being disrupted by innovation. Siri, Netflix, Oculus, the new Google headphones - and even Amazon, with their new Amazon Go store - are all changing the way we live.

They also have the potential to change the way we learn. This discussion focuses on how innovation outside of the learning field can — and, in some cases, already does — change the way we think about learning at work. Attendees will be challenged to look beyond their industry for inspiration. They need look no further than their own home.



Jeremy Roberts
Chief Learning Officer



Jeremy Medrano
Chief Creative Officer

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CMS CPG Share Group

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