



Training course list

March 2018

tim@eltjam.com

Digital essentials

Introductory level courses for participants who need a basic grounding in key aspects of digital learning and product development.

ELT in the digital age

Overview A introductory overview of the rapidly changing digital landscape in ELT:

- Current technology trends in education and assessment and what they mean for ELT
- How teachers and learners are changing
- The world of 'EdTech' (educational technology) and its implications
- The possible future of language learning and the ELT industry

Duration Half day

Digital pedagogy

Overview An introduction to Digital Pedagogy and key considerations when designing and developing and teaching digital ELT products:

- What makes a good digital product?
- What should be done in class versus online?
- How can content decisions contribute to sound pedagogy?
- Applying second language acquisition theory to digital products
- How should we cater for different levels of teacher comfort and expertise with digital products?

Duration Half day



Introduction to blended learning and the flipped classroom

Overview

- What exactly are blended and flipped learning?
- How do they work, and how might a course be structured?
- Lessons learned from experience with blended products
- Trends and competitor activity in blended and flipped learning

Duration

Half day

Introduction to UX (user experience)

Overview

- Overview of what UX is, why it's important, and the process by which it is developed
- How to apply principles of user-centred design to ensure that the products you are designing and delivering have excellent UX and meet learners' needs

Duration

Half day

Introduction to adaptive learning

Overview

- History of adaptive learning
- What adaptive learning is, how it works, what it means for ELT
- Challenges in making it work for language learning
- Why it is controversial in some areas of the ELT community

Duration

2 hours

Introduction to mobile learning

Overview

- Why mobile learning is so important
- Overview of mobile formats and platforms (iOS, Android, etc.)
- Principles of mobile app development, possibilities and limitations
- Commercial models, examples of successful apps

Duration

2 hours



Introduction to gamification and game-based learning

Overview	Key principles of gamification and game-based learning (and the difference between them), and how they can be used in digital learning products to increase learner motivation and engagement.
----------	--

Duration	2 hours
----------	---------



New ways of working

How tech companies, startups and digital-first organisations develop digital products.

Introduction to user-centred design, Lean and Agile

Overview

Overview of new ways of developing products, including:

- Pros and cons of traditional 'Waterfall' product development
- Overview of user-centred design and its benefits
- User personas, user stories, user journeys and wireframes
- Usability and UX
- Lean product development – principles of Lean and how they should be applied in developing ELT digital products
- Agile product development – principles of Agile and implementation using Scrum
- Testing and iterating in order to increase the likelihood of success in the market

Duration

Full day

The 'Lean Startup' approach to product development

Overview

How to use Lean and Agile principles to speed up product development, ensure product/market fit and reduce risk:

- Step by step process for applying the Lean Startup methodology to ELT digital product development
- How to develop an MVP (minimum viable product)
- How to iterate towards a product that fits your chosen market
- How to gather and make use of customer feedback during product development

'Agile, Lean and user-centred product development' is a prerequisite for this course.

Duration

Full day



Introduction to Learner Experience Design (LXD)

- | | |
|----------|--|
| Overview | <p>Learner Experience Design (LXD) is ELTjam's approach to product development, based on Lean and Agile principles, and created to improve the experience of digital language learning. This hands-on session covers:</p> <ul style="list-style-type: none">• What LXD is and why ELT needs it• How Design Thinking can lead to products that solve real problems for learners• How to create and describe the right product features• How content, pedagogy, UX and interaction can combine to be greater than the sum of their parts• How to quickly and effectively pitch your product idea |
| Duration | Half day |

Productivity and workload management

- | | |
|----------|--|
| Overview | <p>Techniques and tools which can help improve productivity and make the demands of work more manageable.</p> <p>How best to use tools such as Google Docs, Dropbox, digital project management and time management tools to shorten delivery times while making projects less stressful and less likely to go wrong.</p> <p>How to keep your inbox under control.</p> |
| Duration | 2 hours |



Managing products and projects

Project management essentials

Overview	<p>A structured approach to effectively managing and delivering high quality products, on time and to budget. An introduction to essential project management principles and techniques.</p> <p>Designed for those with little or no background in project management.</p>
Duration	Full day

Planning and managing complex digital projects

Overview	<p>Comprehensive overview of how to set a digital project up for success:</p> <ul style="list-style-type: none">• How to manage complexity• Clarifying a project's aims and scope• Tools for estimating project effort• Budgeting, scheduling and resource planning• Risk management• Communication plans and team roles <p>A practical session, based on proven strategies for effective digital project planning.</p>
Duration	Two days



Introduction to product management

Overview	<ul style="list-style-type: none">• Understanding the role of the product manager• Defining a product and its revenue drivers• Understanding the market: product lifecycle and product/market fit• Product and user experience design: planning and building great products• Teamwork and collaboration: Effective communication with developers, designers and managers• Data: Managing metrics and getting to validated learning
Duration	Full day
Price	£975

Developing digital content

Overview	<p>How to develop great digital content:</p> <ul style="list-style-type: none">• What makes good digital content?• Common content flaws in digital content• Content flow and the user journey• Evaluating and constructing good learning outcomes• Workflows for developing/editing digital content• Checking content on screen <p><i>Session assumes some experience of content development/editorial.</i></p>
Duration	Full day



Finding, briefing and managing writers and freelancers

Overview

- How to identify resources needed for a digital project
- How to identify sources of authors and editors for digital content
- How to check author and editor qualifications
- How to create a good brief for a digital project and ensure quality
- How contracts and fees differ between print and digital
- How to set and understand expectations on digital projects
- What to expect from working with authors and freelancers on digital projects
- Negotiating with authors

Duration Full day

Managing quality

Overview

- Quality assurance vs. quality control
- QA & QC roles and responsibilities
- Requirements for a project lead or editorial lead in checking and signing off a digital project
- Developing checklists for key sign-off stages
- Logging issues

Duration 2 hours

Working with digital assets

Overview Basics of digital audio, video and images – how they're produced, formats, jargon, scripts, processes and workflows.

Duration 2 hours



Working with digital suppliers

Overview

How to work effectively with designers, UX designers, animators, packagers, developers, data entry teams, games developers, digital editors, app developers.

- What are their roles?
- How do they work?
- What should you expect from them?
What will they expect from you?

Duration

2 hours

