E-LEARNING CONTENT DEVELOPMENT

Siyandza

EXPERIENCE LEARNING

bring your ideas to life.

Siyandza welcomes outrageous ideas. difficult questions and challenging problems. Work with us to build the solution that's right for you

Siyandza Experience Design

www.siyandza.co.za

Siyandza believes in learning which is designed with the learner in mind – outcomes focused, visually entertaining and compact – acknowledging that part of modern day learning takes place in the workplace, in transit, between appointments and over meals. The classroom is no longer the primary site of engagement.

Interactive e-learning content achieves maximum retention and results in improved workplace application. We pride ourselves on producing content which has the learning structure to please an educator and the visual appeal to delight an artist.

Instructional Design.

Effective learning requires the systematic analysis of user needs and expected educator outcomes, which are then translated into logical learning materials. Our instructional designers use a specific methodology to define the objectives and outcomes of each course, its length and the use of visual assets and supporting materials to enhance learning. Importantly, we consider the mode of assessment and the manner in which it aligns with accreditation requirements.

Visual Design.

First impressions count. The attention of a learner can be captured immediately if the learning materials with which they are presented are designed to interest and engage them. Great design is a cornerstone of our content development process because Siyandza believes that even formal, accredited programmes do not need to be dull and static.

Our graphic designers work with you to ensure that the look and feel of the materials match the requirements of your branding, not only through the use of font and colour, but through the values and culture that they portray. We design our own graphics and images, ensuring that your materials are distinctive and do not contain the standard imagery available for free download or purchase.

Speak to our team to create your unique learning experience.

Interaction **Planning**.

In designing our materials, Siyandza thinks about the interaction between content and the learner. Effective use of messaging, shape, colour, sound, feedback and direct engagement through the use of a mouse, stylus or finger all help to define how the learning experience can be enhanced. Beyond the boundaries of individual e-learning courses, our interaction designer considers how social and digital media can support the learning process.

Video and **Audio Production**.

Short topical messages can be most effectively delivered through video content. Used as stand-alone learning tools, or as part of larger e-learning programmes, video content is a dynamic learning tool. Siyandza has the tools to produce high quality short videos, incorporating graphic design elements.

Audio content is used to enhance learning outcomes, particularly through emphasizing key points, when used in combination with visual materials.

Video and audio tools help to make learning accessible to learners with disabilities.

Course **Development**.

We build either fully responsive mobile content, for delivery through hand-held devices, or more formal content, designed for classroom environments. Through customised interactions, engagement and personalised content, we create a learning experience which is productive and entertaining. From relatively simple click-through content, to complex, guided learning programmes, Siyandza is able to ensure that your materials reflect your learning ethos and maximise impact.

Software simulations, embedded videos and linked content are all part of our standard development process.
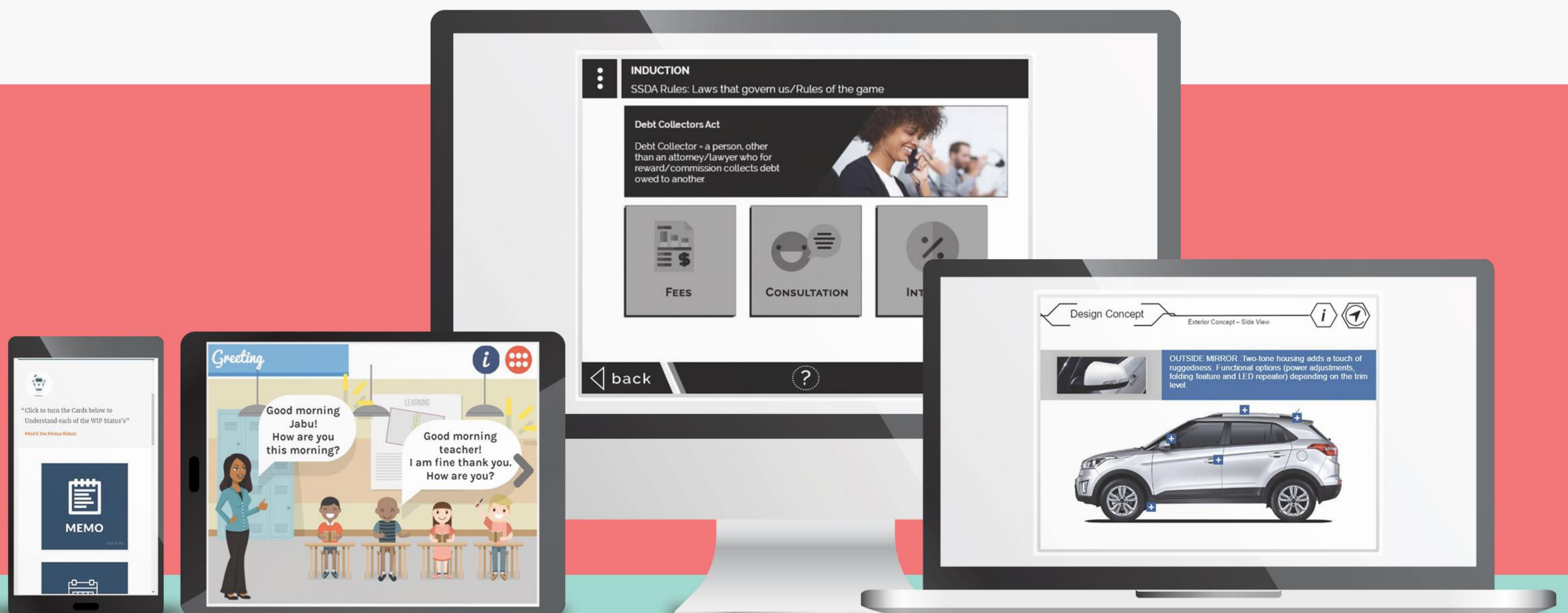
Quality **Assurance.**

Every course developed by Siyandza goes through a rigorous process of review and quality assurance. This includes checking the flow of the course for consistency in instructional design, as well as in the use of interactions in the materials. The assessments produced should test the most pertinent points of instruction in each course, and should be clear and fair in their structure.

Our QA team checks the use of colour, fonts, imagery and voice-overs. A full grammar and language edit is undertaken, including the correct use of punctuation.

Finally, we check each course against the specifications provided by our clients, to ensure that we meet expectations.