

A woman with glasses and a striped shirt is looking at a laptop screen in a classroom setting. The background is slightly blurred, showing other people and desks.

College of Extended Learning

E-Learning Design & Development

Information Session
Spring 2020

Presented by:
Karen Nelson Villanueva
Lily Vo



SAN FRANCISCO
STATE UNIVERSITY

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The program is designed for learning professionals in corporate training, human resources, curriculum development, communications and enterprise level strategic implementation.

This program will most benefit entry-level and intermediate-level designers, educators and managers who lack formal training in e-learning and instructional design.



Program Overview



Learning Outcomes

Students earning the online E-Learning Design & Development Certificate will be able to discuss and apply:

- Principles of instructional design for E-Learning professionals, including learning theory, evaluation techniques, asynchronous learning principles, and hybrid instruction styles
- Effective writing and script treatment strategies, storyboarding and preproduction planning for multimedia
- Principles and tools for audio-visual media production as they apply to e-learning development
- Distribution, deployment, and publication methods
- Administration and production using open source content learning management systems
- Principles of usability testing, including e-learning interventions, formative evaluation, data analysis and report writing
- Authoring and content production techniques, using industry standards



Course Requirements

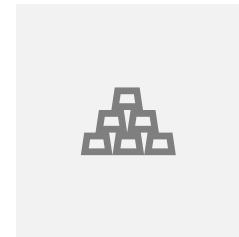
- Access to laptop/computer and internet connection
- Familiar with iLearn
- Comfortable with online learning environment
- Access to mic/camera (*recommended*)

The screenshot shows the iLearn website interface on a laptop screen. The page has a dark purple header with the 'iLearn' logo on the left and 'You are not logged in. (Log in)' on the right. The main content area is divided into three columns. The left column is titled 'Login' and contains three buttons: 'Click to log in »', 'External User Login »', and 'Contact iLearn Support'. The middle column is titled 'What is iLearn?' and contains a paragraph of text explaining the system, followed by a 'Find out more' button. The right column is titled 'iLearn Updates' and contains two tweets from '@sfsulearn'. The bottom of the page has a dark blue footer with the text 'You are not logged in. (Log in)' and three links: 'Home', 'Data retention summary', and 'Get the mobile app'.



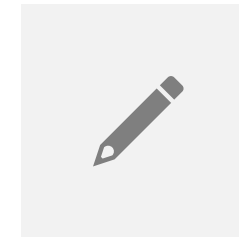


Location, Length, Cost



Location

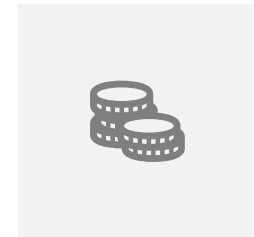
All Online



Length

Create your own
schedule

Complete the program
as fast as two
semester



Cost

\$2545 for program
completion

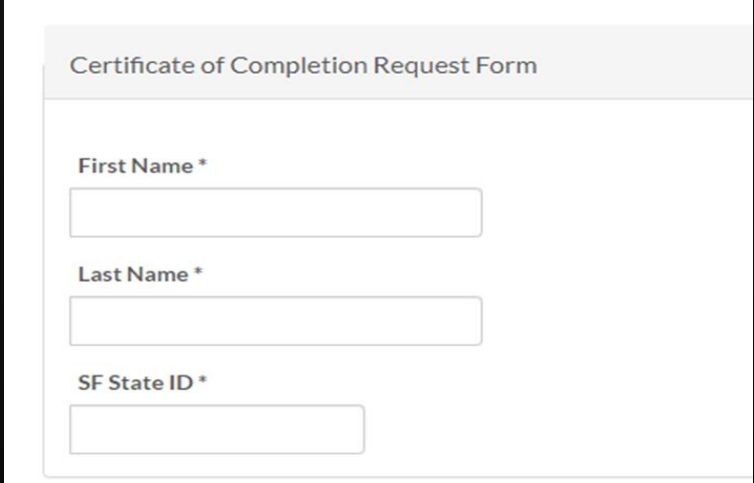


Certificate Requirements

Take all seven required class

Subject/ Course #	Required Course	CEU
ITEC 9810	Instructional Design for E-Learning	1.8
ITEC 9820	Writing for Instructional Designers	1.5
ITEC 9825	Adaptive Prototyping in E-Learning	1.8
ITEC 9815	Multimedia Production for E-Learning	1.5
ITEC 9840	Managing Learning Systems	1.2
ITEC 9835	E-Learning Evaluation & Usability Testing	1.2
ITEC 9830	Developing Content for E-Learning	1.5

Once you have completed ALL the necessary coursework (10.5 CEU) submit the Certificate of Completion Request Form:
<https://cel.sfsu.edu/certificate-request>



The screenshot shows a web form titled "Certificate of Completion Request Form". It contains three input fields, each with an asterisk indicating it is required: "First Name *", "Last Name *", and "SF State ID *". Each field is represented by a simple rectangular text box.



Get Started

All students will need an SF State ID & Password to enable registration and Payment at College of Extended Learning. Use Quick Admit to obtain and SFSU ID and Password <https://cel.sfsu.edu/register/quickadmit>

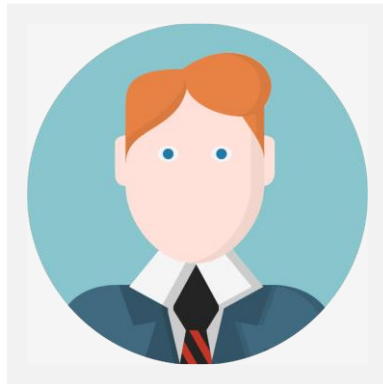
There are no required prerequisite classes, however, be sure to read full course description for each class with learning objectives and prerequisite knowledge to assess where you should begin taking classes.

Once you register and pay for your course, you may go to iLearn, and log in using your SF State ID & Password. It takes up to 24 hours to process you into the system.



Online

Register & pay online with Gateway Instructions:
<https://cel.sfsu.edu/register/gateway-instructions>



Online – Staff Assist

Complete the online registration form, and you will be contact within 24 hours
Link: <https://cel.sfsu.edu/register/easy-form>



Phone

Call (415-405-7700)
Hours: Monday – Friday, 9AM-5PM.
Please have your SFSU ID and Class Numbers ready



In-Person Registration

Complete the Registration form:
<https://cel.sfsu.edu/sites/default/files/documents/register/regform.pdf>
Drop off the form at Main Campus or Downtown Campus



Faculty

Meet our faculty!



Brian Beatty

Associate Professor
of Instructional
Technologies

John Kyle Creason

Adjunct Faculty,
previously Senior
Multimedia Producer
@ Stanford

Myron Maciejewski

Adjunct Faculty,
previously video
producer for USGS

Zahira Merchant

Associate Professor –
Graduate & Certificate
Programs in Instructional
Technologies


Christopher Salem


Director of
Education and
Training @ Kaiser





College of Extended Learning

Thank You

 Karen Nelson Villanueva – Program Lead

 Knv@sfsu.edu

 Lily Vo – Program Coordinator

 Hvo3@sfsu.edu

