How to Build and Deliver
Online Courses
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How to Develop Online Courses

- Build
- Deliver
- Q&A

*Demo site: wp-lms.com

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Build your Content

- Do you really need special software?
- What are the main tools?
- Pros & Cons

eLearning Software

- What is it?
- Why use it?

Why use eLearning software?

- Professional
- Consistency
- Protection
- Platform Agnostic
- Visibility

*A word of warning

eLearning Development Tools

Some things to consider:

- Features
- Support
- Budget
- Development (pace)
- Delightfulness (UX)

What are the main tools?

- Articulate
- iSpring
- Camtasia (TechSmith)
- Others: Adobe Captivate, Lectora, Raptivity

* A few things they have in common

Articulate

2 Products:

- Studio 13 – Presenter, Quizmaker, Engage
  - Pros: quick start, support community, import quizzes
  - Cons: expensive, not too flexible, HTML5 versions
- Storyline
  - Pros: very flexible; good for HTML5, built for the future
  - Cons: expensive & steep learning curve

* Just released Articulate 360 (includes Studio & Storyline).

Articulate

Knowledge Check.quiz - Articulate Quizmaker '13
Knowledge Check
Timeline
Notes

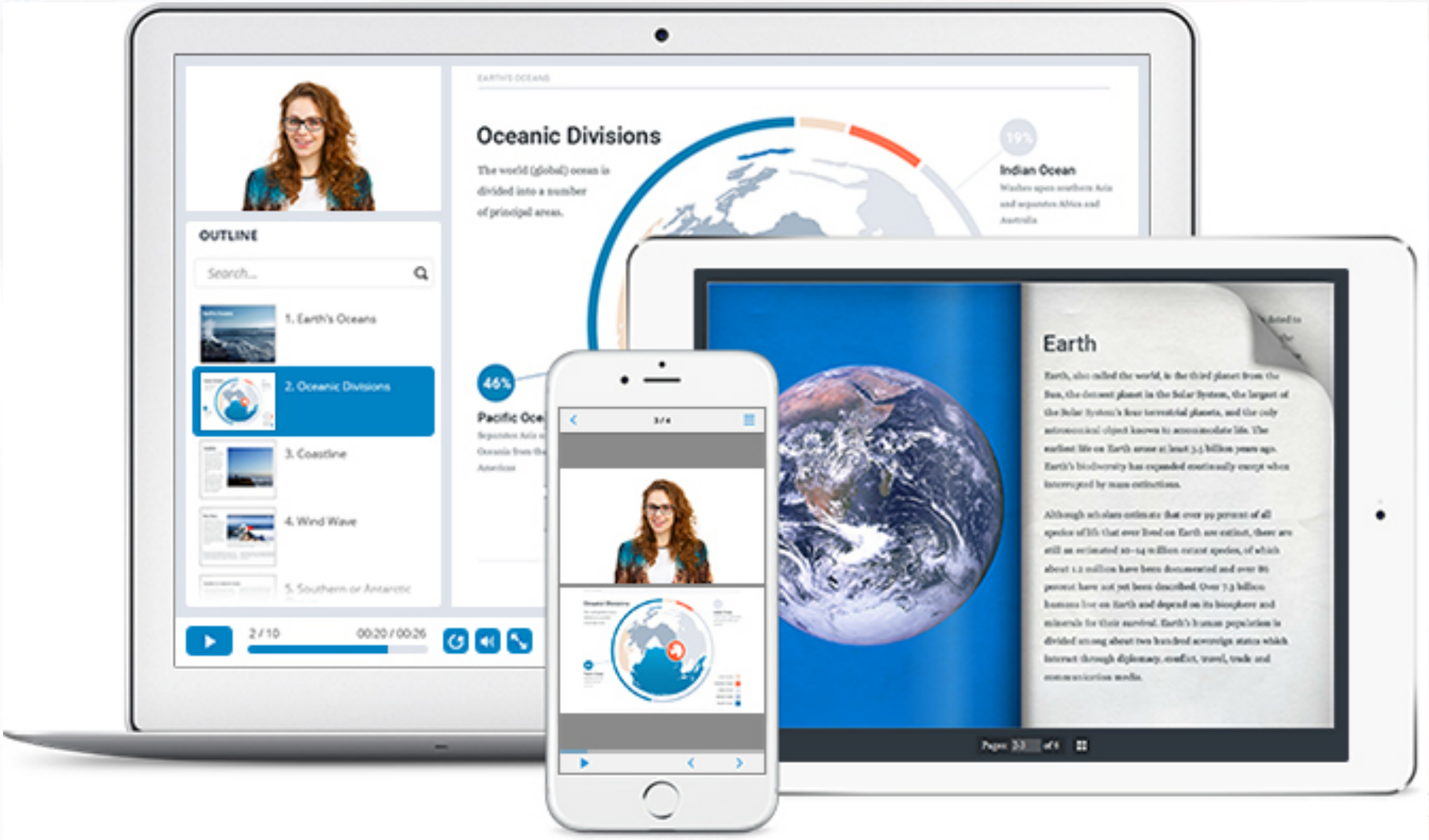
iSpring

Suite 8:

- Rationalized product line into Suite 8 (2016)
  - Pros: best HTML5 support, stable, screen capture, output to video, good value
  - Cons: support not a visible as Articulate (but OK), upgrade costs

* Also have a more basic presentation only version and a free PPT converter

iSpring


Oceanic Divisions
OUTLINE
Search...
1. Earth's Oceans
2. Oceanic Divisions
3. Coastline
4. Wind Wave
5. Southern or Antarctic
2 / 10
00:20 / 00:26
Indian Ocean
46%
Earth

Camtasia

Camtasia Studio 8:

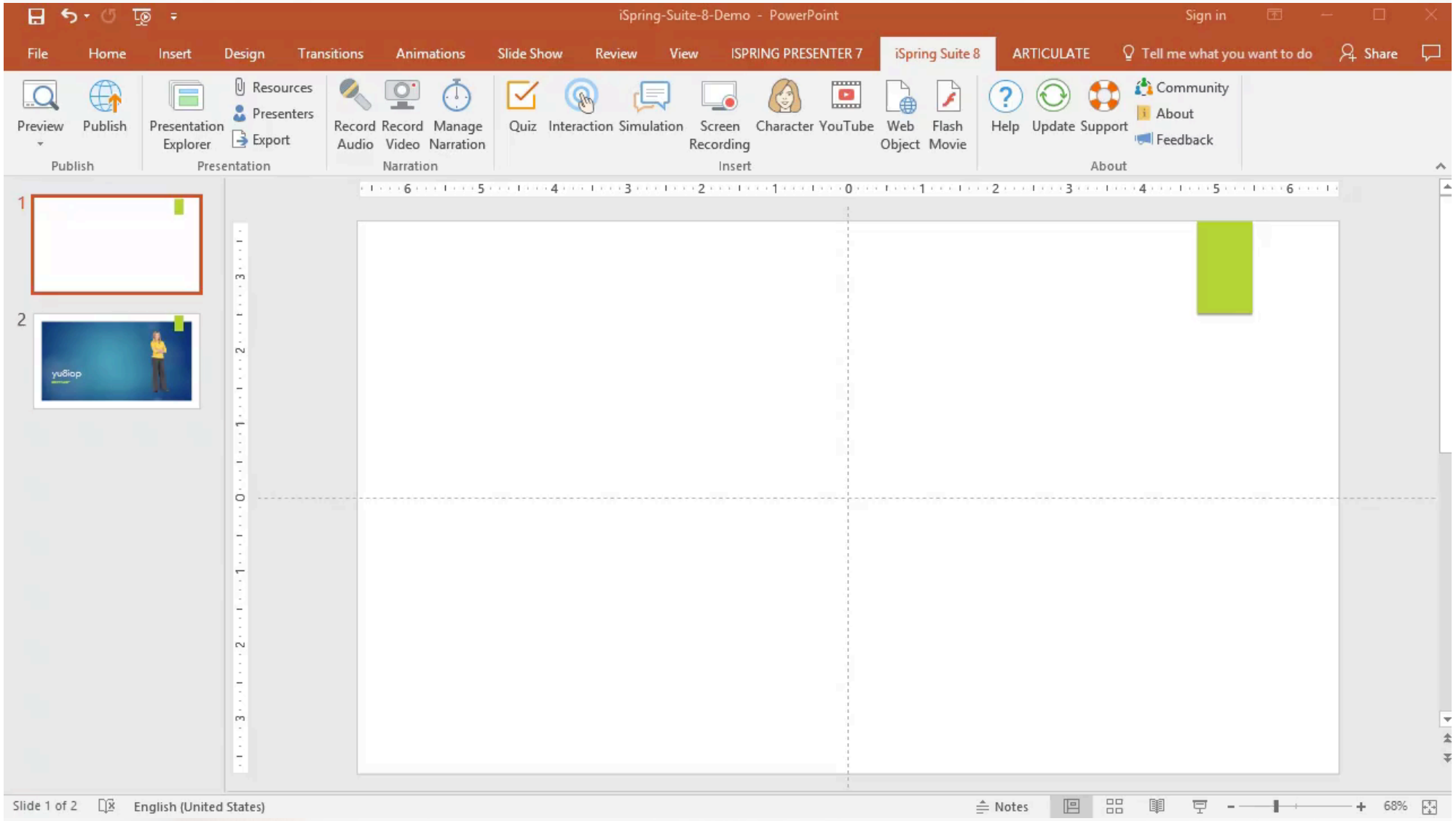
- Known mainly for screen capture but has other eLearning features (import PPT, quizzes, audio)
  - Pros: powerful video editing, combine multiple content types, good value
  - Cons: eLearning features not as developed as other options, PPT is captured by video so not as crisp as Articulate/iSpring

* Has a Mac version ~~but doesn't~~ include quiz maker.

Camtasia

File Edit View Tools Help
Camtasia - Project Title
Record
100%
Share
Behaviors
Drifting
Fade
Jump & Fall
Pop Up
Pulsating
Reveal
Scale
Shifting
More
Remarkable
Behaviors
Pulsating
In
During
Out
Style: Grow
Type: Text - Left to Right
Movement: Spring
Tension: 0.6s
Offset: 0.2s
Properties
Marker
Marker 1
Track 2
Track 1
Remarkable Call
Special FX
Audio Recording

iSpring Demo



Tracking your eLearning Content

A key advantage of using eLearning content is the ability to track and report user activity.

- SCORM – Traditional LMS
- Non-Traditional LMS?
  - Tin Can / LRS
  - Analytics: Google, PiWik, GetClicky

Deliver your Courses

- What is an LMS?
- Do you need an LMS?
- Options:
  - Commercial
  - Open-source
  - Wordpress

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Common Elements of an LMS

- ✓ Organize content (courses)
- ✓ Display content (lessons)
- ✓ Manage users (roles/groups)
- ✓ User reporting (analytics)
- ✓ Assessment (quiz/assignment)
- ✓ **Progress determined by assessment**

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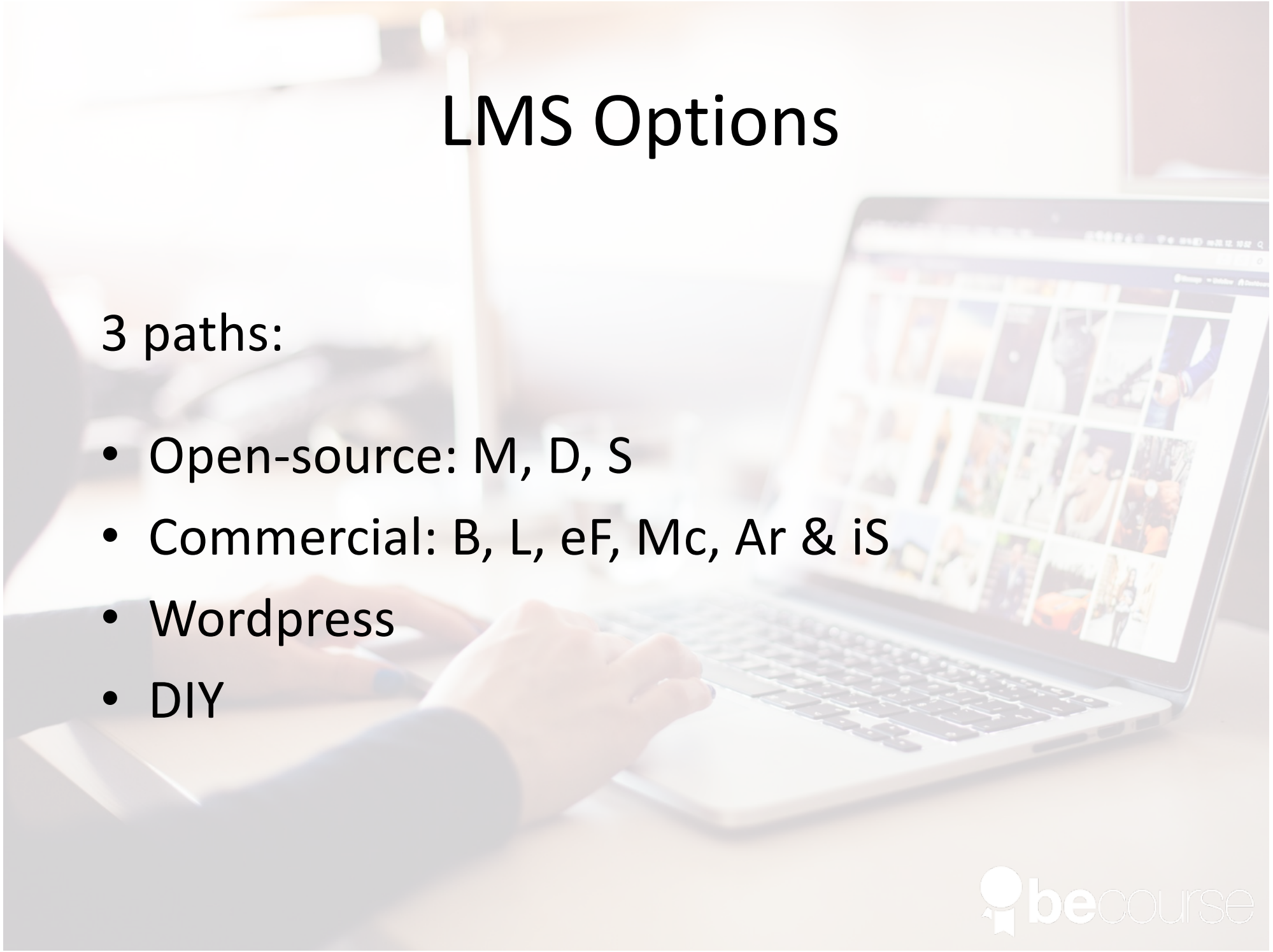
LMS Options



3 paths:

- Open-source: M, D, S
- Commercial: B, L, eF, Mc, Ar & iS
- Wordpress
- DIY

Wordpress LMS

Why I think Wordpress makes most sense:

- Need a WP site for marketing
- Minimal cost (not SaS)
- Setup & maintenance
- Extensibility
- Complete control

Wordpress LMS

3 Wordpress LMS Plugins

- Sensei
- Learn Dash
- WP Courseware
- Others: Lifter, Namaste, CoursePress

*Demos available at: wp-lms.com

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LMS Plugins – Feature Comparison

Feature	WP Courseware	Woothemes Sensei	Learn Dash
Works with any theme	Yes	Yes	Yes
Unlimited courses & lessons	Yes	Yes	Yes
Course tiers – ie. module/lesson	Yes	Yes	Yes
Multimedia lessons	Yes	Yes	Yes
Drip feed content	Yes	Yes	Yes
Set prerequisites	No	Yes	Yes
Quizzes	Yes	Yes	Yes
Quizzes can halt progress	Yes	Yes	Yes
Duplicate lessons/courses	Yes	Yes	Yes (with plugin)
Teacher/Instructor role	Yes	Yes	Yes (with plugin)
Course completion certificates	Yes	Yes (with plugin)	Yes
Separate eCommerce plugin needed	Yes	Yes	No
Track course progress	Yes	Yes	Yes
Export course progress	Yes	Yes	Yes
Gradebook	Yes	Yes	Yes
Integrations with membership Plugins	Yes	Yes	Yes
User can take more than one course	Yes	Yes	Yes

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Wordpress LMS – Common Elements

- Courses, Lessons, Modules & Quizzes
- Automated progression
- Proprietary
- Extendable
- eCommerce

SENSEI

- One of first LMS plugins for Wordpress
- Developed by Woo Themes
- Pros: clean, unified, solid
- Cons: inflexible, development pace, basic quizzes.

LEARNDASH

- Developed from a collection of other plugins
- Maturing
- Pros: comprehensive, extendable, powerful quiz features
- Cons: complex, over developed

Other LMS Plugins

- WP Courseware
- CoursePress (Courses)
- Lifter LMS
- Namaste
- LearnPress
- WP LMS

Content Approach – Platform Agnostic

- Separate learning content from LMS
- Link/iframe the content in the lessons
- Easier to switch LMS/site/theme
- Simpler lesson structure
- Safer/harder to copy
- Use LMS quizzes for progression

Tips & Tricks

- Do keep a clean original of each lesson as a regular WP post.
- Do separate learning content (link/ iFrame).
- Do demo/test courses as a regular user.
- Don’t edit live courses (add/delete lessons).
- Don’t update immediately (staging site).

Companion Plugins

- Post Type Switcher
- Duplicate Post (Vs Post Duplicator)
- Woo Commerce
- Theme My Login
- Wisdm Labs
- Uncanny Owl

* Links for these on WP-LMS.com

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THANK YOU!

Demo site: WP-LMS.com

Email: peter@becourse.com

Background images from picjumbo.com