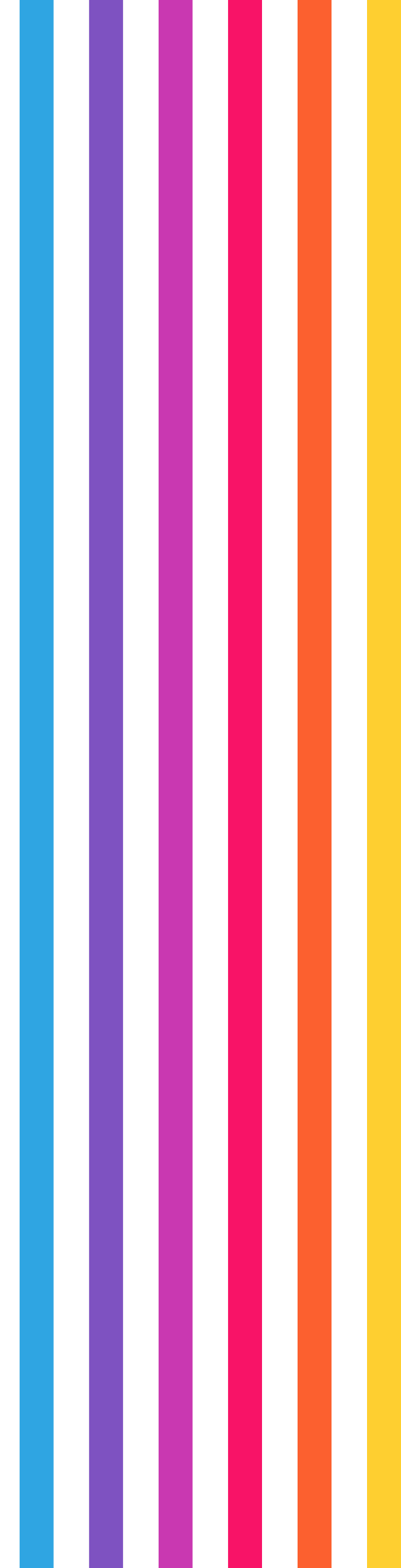


LES LINQ

# 11 Tips to boost your E-learning



**GO!** GRAFI OFFSHORE



# 11 Tips to boost your E-learning



As an **E-learning** creator you want to get the most out of your **E-learning** content. You're always looking for ways to increase learning outcomes.

Offering sparkling interactive content is essential to keep your students engaged. However, this can be quite a challenge.

In this **e-book**, we provide you with 11 tips to make your **E-learning** content engaging and effective.



## Information from over 100 E-learning professionals

The tips in this e-book are the result of conversations we had with more than 100 E-learning professionals. We filtered the information from these conversations, they form the basics for the 11 tips in this book.



### After reading this e-book you know:

- ✓ You are a videographer even though you might not be aware of it;
- ✓ You can do much more with your existing teaching materials than you think;
- ✓ How to arouse the curiosity of your students / pupils;
- ✓ How to easily create an interactive E-learning with just a few clicks.

Have fun reading!

## Tip 1:

**'It should animate, otherwise the audience is gone'**

These are literally the words of one of our clients: 'It should animate, otherwise the audience is gone'. Animate your content. Make it move. Make it attractive to look at and hold the student's attention. This may seem complicated, but these days you don't need to know how to write code in order to add an animation. There are good tools to help.

Take a look at the illustrated audio story of "**The Ugly Duckling**." In this short children's story, you'll see how to keep attention when you make elements move and new elements appear in an animated way.



**Link:** [https://app.leslinq.com/PublishProject/ShareProject?prj=CZ8TooA1-\\_614h-f\\_vbSFA==#page1](https://app.leslinq.com/PublishProject/ShareProject?prj=CZ8TooA1-_614h-f_vbSFA==#page1)

## Tip 2:

# Let the student navigate in their own way through the learning material

Curiosity forms the basis for learning. When you encourage it, learning becomes more fun, natural and effective.

Create a clear navigation structure and let the student decide in what order he / she wants to cover the topics. In this way you give the student **autonomy** and **control over the learning process**. Learning becomes more effective and much less boring than a preplanned path.

### In doing so, pay attention to the following:

- Provide clear navigation
- Provide different opportunities to move through the material
- Let go of chronological thinking
- Stimulate curiosity

For an example, take a look at this Onboarding training from Uitzendbureau AB Midden Nederland. In this online interactive training they inform new employees about a number of relevant issues of the organization. The "student" gets a lot of freedom, so he / she is automatically triggered to find more information.



**Link:** [https://app.leslinq.com/PublishProject/ShareProject?prj=uZ4weVLZ6\\_BgvLZeyB6gpw==#welkom\\_pagina](https://app.leslinq.com/PublishProject/ShareProject?prj=uZ4weVLZ6_BgvLZeyB6gpw==#welkom_pagina)

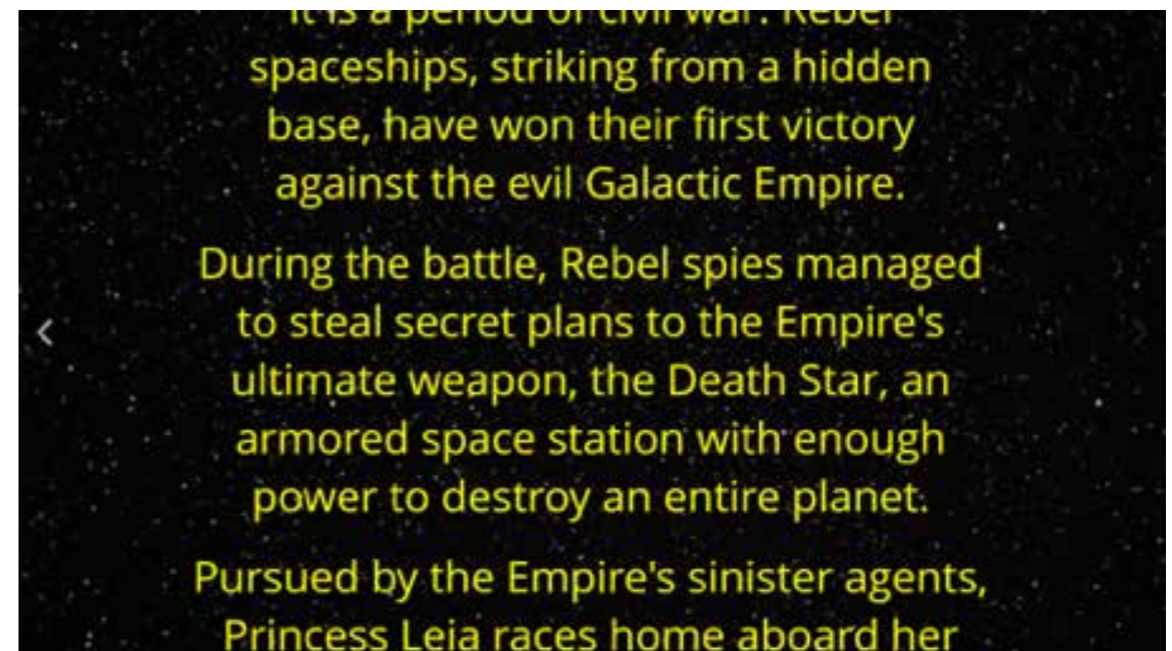
## Tip 3:

# Adding interactivity is easier than you think

In the past it was difficult and time consuming to make content interactive. You had to have knowledge of programming, be able to work with complex programs, etc. Nowadays, making content interactive is much easier.

You can attract the attention in a simple way. For instance by using a music track and making the text appear from bottom to top in an animation. Or let pages appear from a different angle, from top to bottom, from top to bottom. Our brain works with fixed patterns and expects things to go a certain way. Break those patterns. This keeps the attention. Note: this should not be at the expense of usability.

Example of something that moves, attracts attention in a different way and is engaging: Star Wars. This is much more fun than just showing plain text, right? It doesn't have to be complicated. In this example, we simply added a music and background and scrolling text. That's a few minutes of time to create!



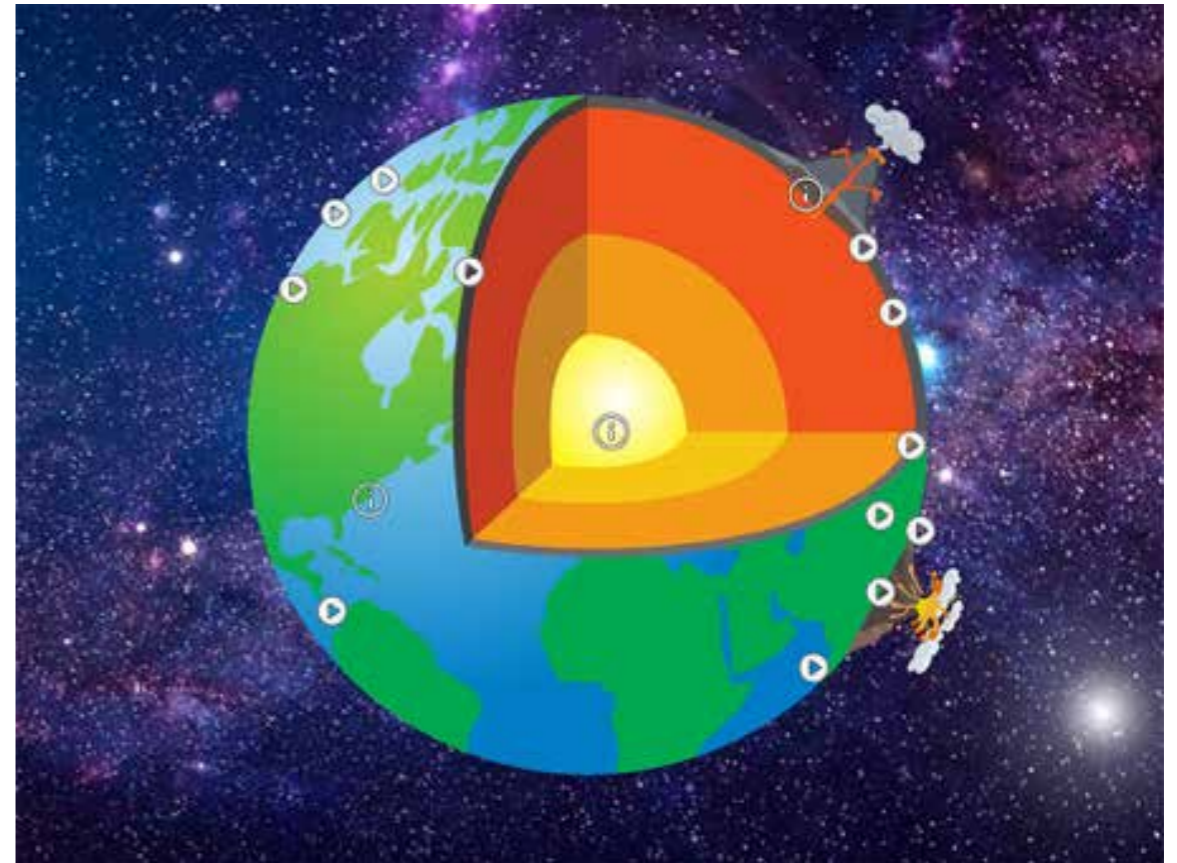
## Tip 4:

# Use interactive images with hotspots

Interactive images are a type of micro-learning that our clients use a lot. An interactive image allows the student to click on different points (hotspots) in the image. Each hotspot can be set up differently. One time a video opens. Another time you go to an external website, etc.

To illustrate this, you might want to look at the example Earth layers. You'll see a zoom animation when the image comes into view. The "play" buttons are linked to a video, the "i" buttons bring an image with text into view. The possibilities for setting up an interactive image are extensive.

Using an interactive enables the student to discover the material at his or her own pace. Furthermore, by adding layers, you provide a lot of information in a well-organized manner, stimulating the learning process.



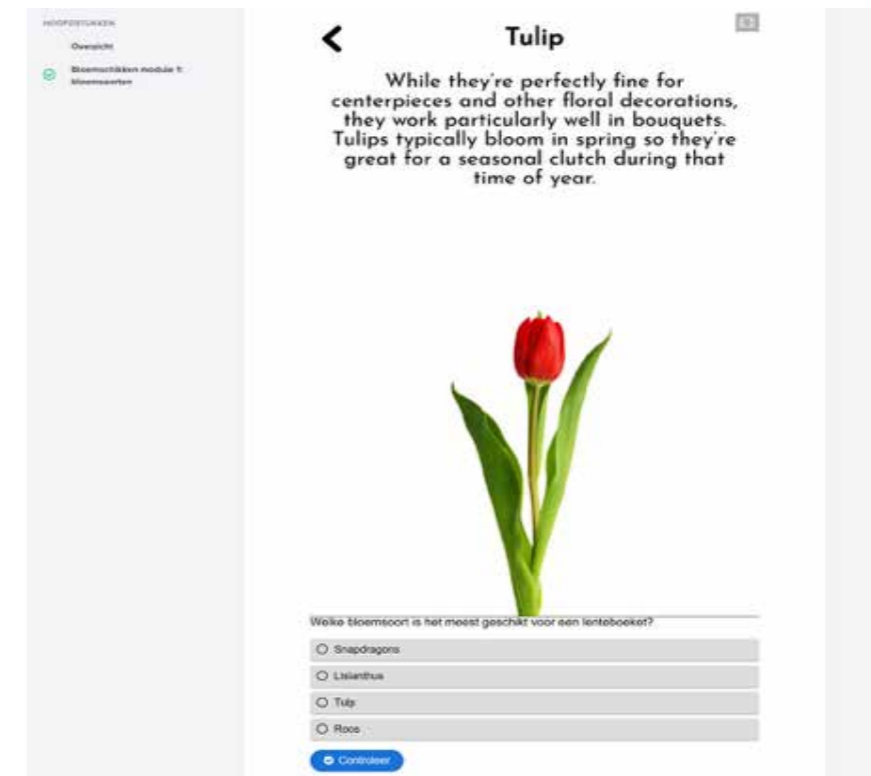
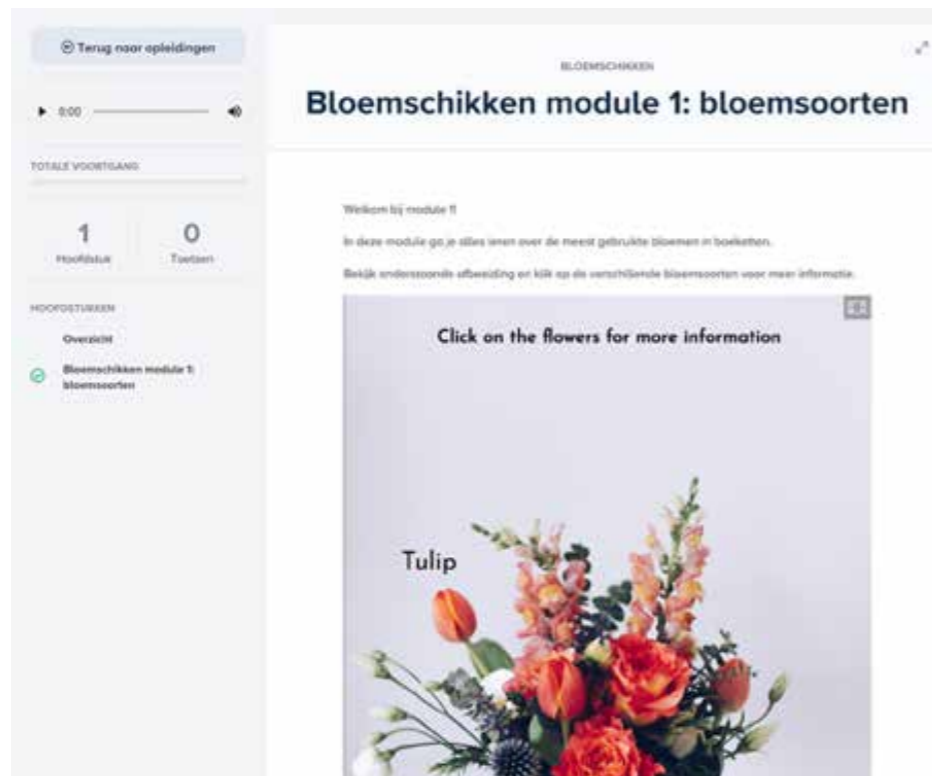
## Tip 5:

# Alternate your theory with questions to check

To keep students attentive, add a check question once in a while. By putting in one or more short questions, you keep the student engaged in the lesson. You can check that the student has understood the material. Moreover, this gives you the opportunity to give extra explanations about the lesson material.

Above all, don't think too complicated. A simple "true" or "false" question will engage the student. Depending on your audience, you can also add a touch of humor to lighten the mood.

Below you see 2 screenshots of an interactive image that is linked to the E-learning system of Procademy as micro-learning. In the interactive image the student finds explanations about the different flower species. The multiple choice question below is a simple interaction to keep the student engaged.





## Tip 6:

# You never start at 0

When you start creating an E-learning, you usually have existing teaching materials, such as Powerpoints, PDF files, designs in Adobe Illustrator, etc. In that case, you're able to set up an interactive course in no time. When you work with LesLinq, you can easily import files such as PDF, PowerPoint, Photoshop and Adobe Illustrator. Simply add interactivity to the imported files and you're done.

When you import an existing PowerPoint, it's easy to add a navigation menu and make your presentation interactive. Or add a video of yourself to the content explaining what the audience sees on the screen. Do you have images in Photoshop or Adobe Illustrator? Perfect! You can import these as layered files that you can animate per layer.

As an example, take a look at the interactive PowerPoint "planting a tree in 5 steps". For this we have imported a PowerPoint file and added interactivity to the various slides. Quick and easy.



**Link:** <https://app.leslinq.com/PublishProject/ShareProject?prj=1mPGfd5a9ReolQWQh341fg==#untitled-1>

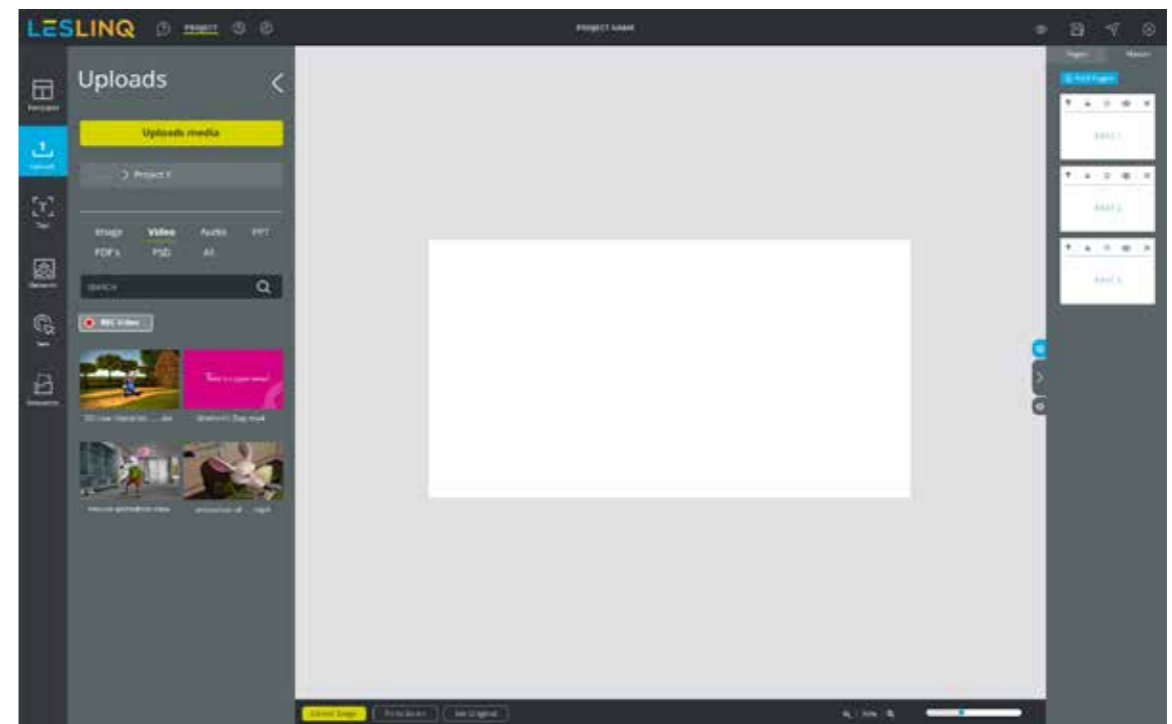
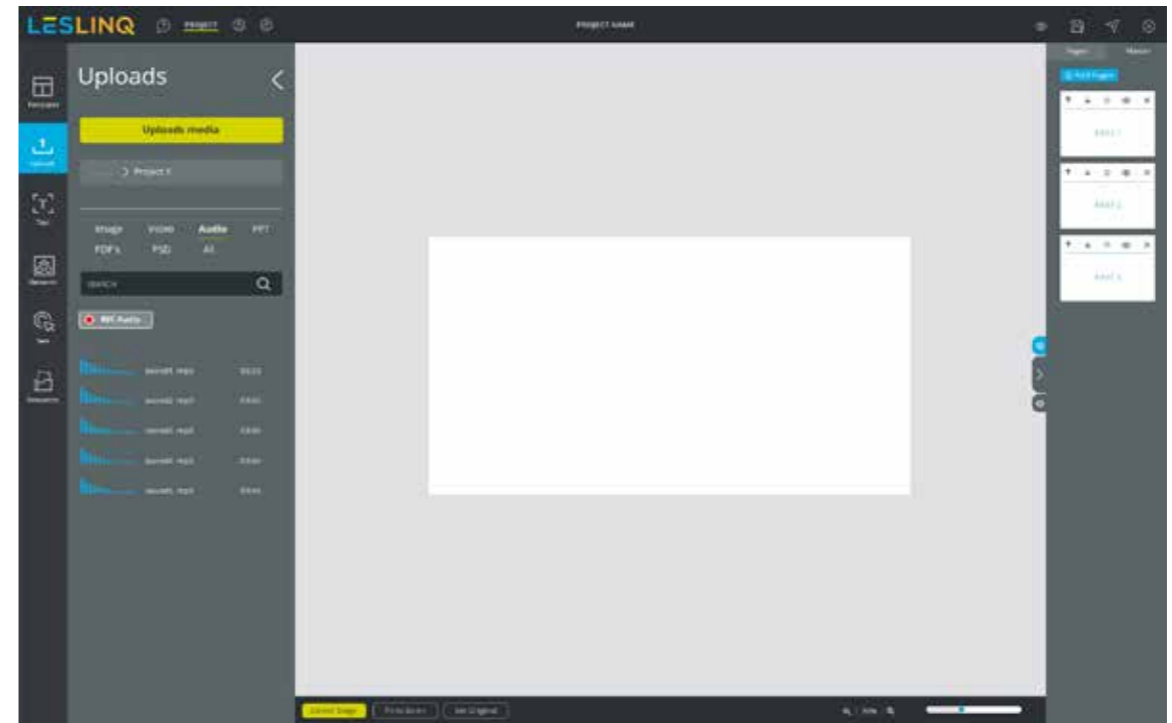
## Tip 7:

# Add audio as an alternative to text

In recent years there has been a huge increase in audio files. Podcasts have become very popular, the amount of audio books is growing and the opportunities of text to speech are immense. The latter also stems from the WCAG, the law that promotes digital accessibility for people with audio disabilities.

Especially in E-learning adding audio elements can be valuable. Everyone is different and has a different learning style. Some people learn more easily from text, others are more visually oriented, and others benefit most from audio. To create an effective E-learning, it is smart to take into account the various learning styles and use text, images, video and audio interchangeably. This will stimulate the learning capacity of students optimally.

In LesLinq these elements are integrated by default. In addition to uploading audio and video files, LesLinq also offers the possibility of recording audio and video directly from the tool.



## Tip 8:

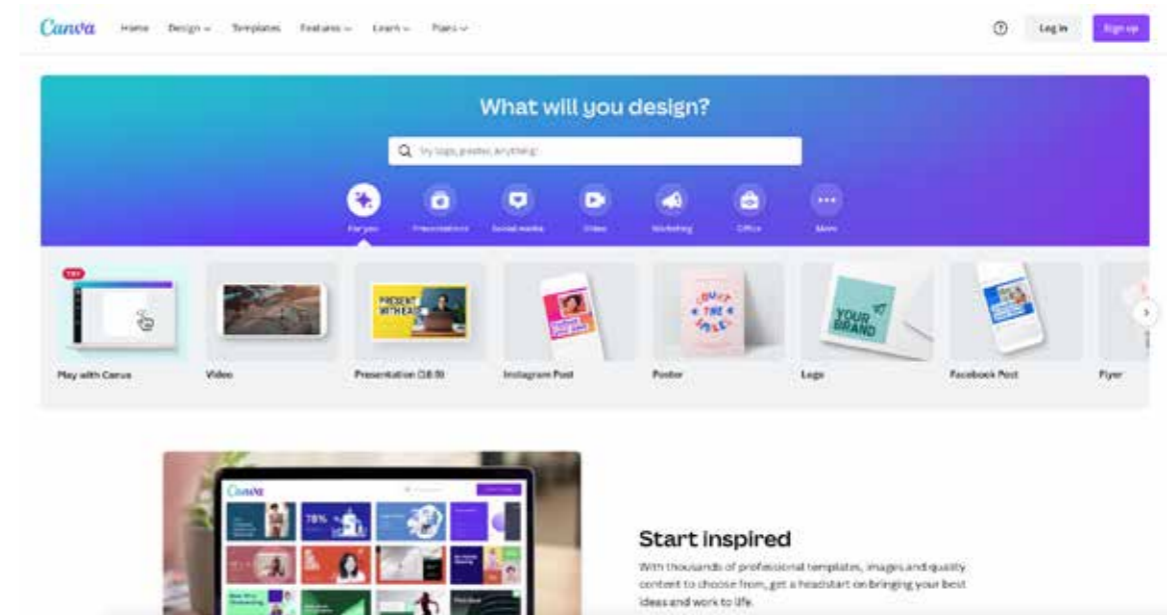
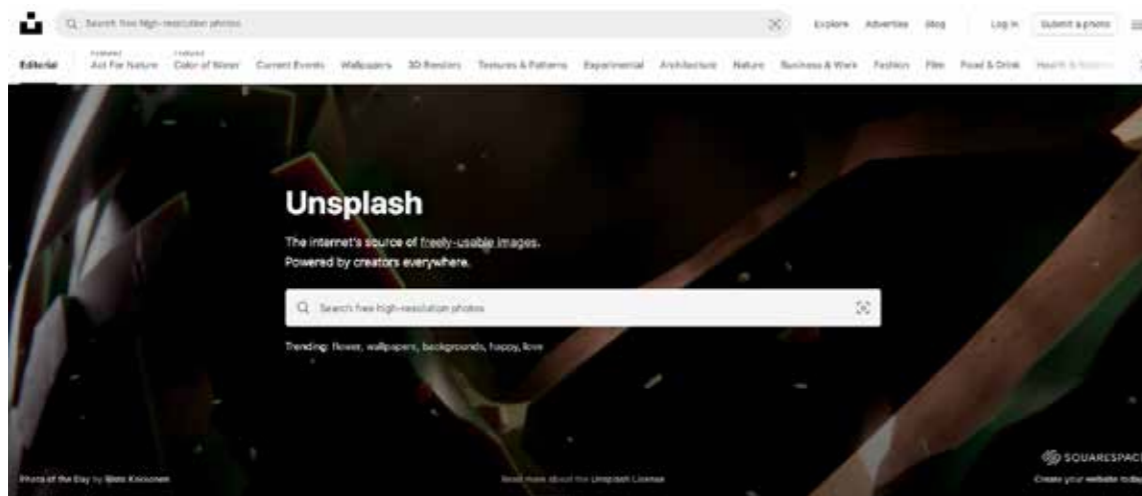
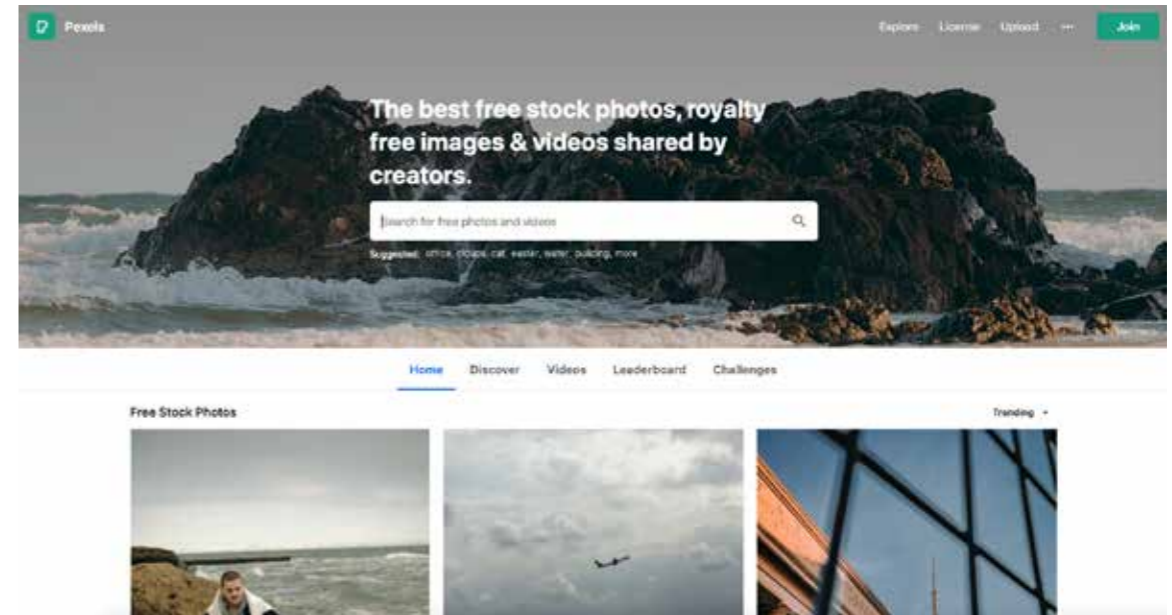
# Make use of free visual material

You don't need to do any research to know that everyone likes beautiful images more than ugly ones. So pay attention to that in your e-learnings. There is a lot of copyright-free material online that you can use for free!

We mention a few:

- Unsplash
- Pexels
- Canva

LesLinq has a direct link with Unsplash. This allows you to directly upload beautiful images and use them.



## Tip 9:

# You too are a video maker

One of the ways to make e-learning more effective is to integrate videos. Not only as a support to the text but also to "show" certain actions or skills. Until recently, videos were expensive to make. Nowadays you can go a long way with YouTube, a good smartphone and Pexels (free video database). Even when you only have images, it's easy to create a slideshow.

You might think "yeah, that sounds easy, but creating videos takes a lot of editing time". It doesn't have to. Just select a nice YouTube video to include in your E-learning.

You even can skip the irrelevant part and show only the relevant timeframe. In LesLinq you can choose to play only the part that is relevant to your students. This way you don't tire them out with lengthy content and you keep them focused. This works easily. You don't need to be able to code for it.

## Cutting the intro from a YT video



**Link:** [https://app.leslinq.com//Projects/Publish?prj=4Jg1E\\_0cJo3nPwtWW4FZlQ==#start](https://app.leslinq.com//Projects/Publish?prj=4Jg1E_0cJo3nPwtWW4FZlQ==#start)

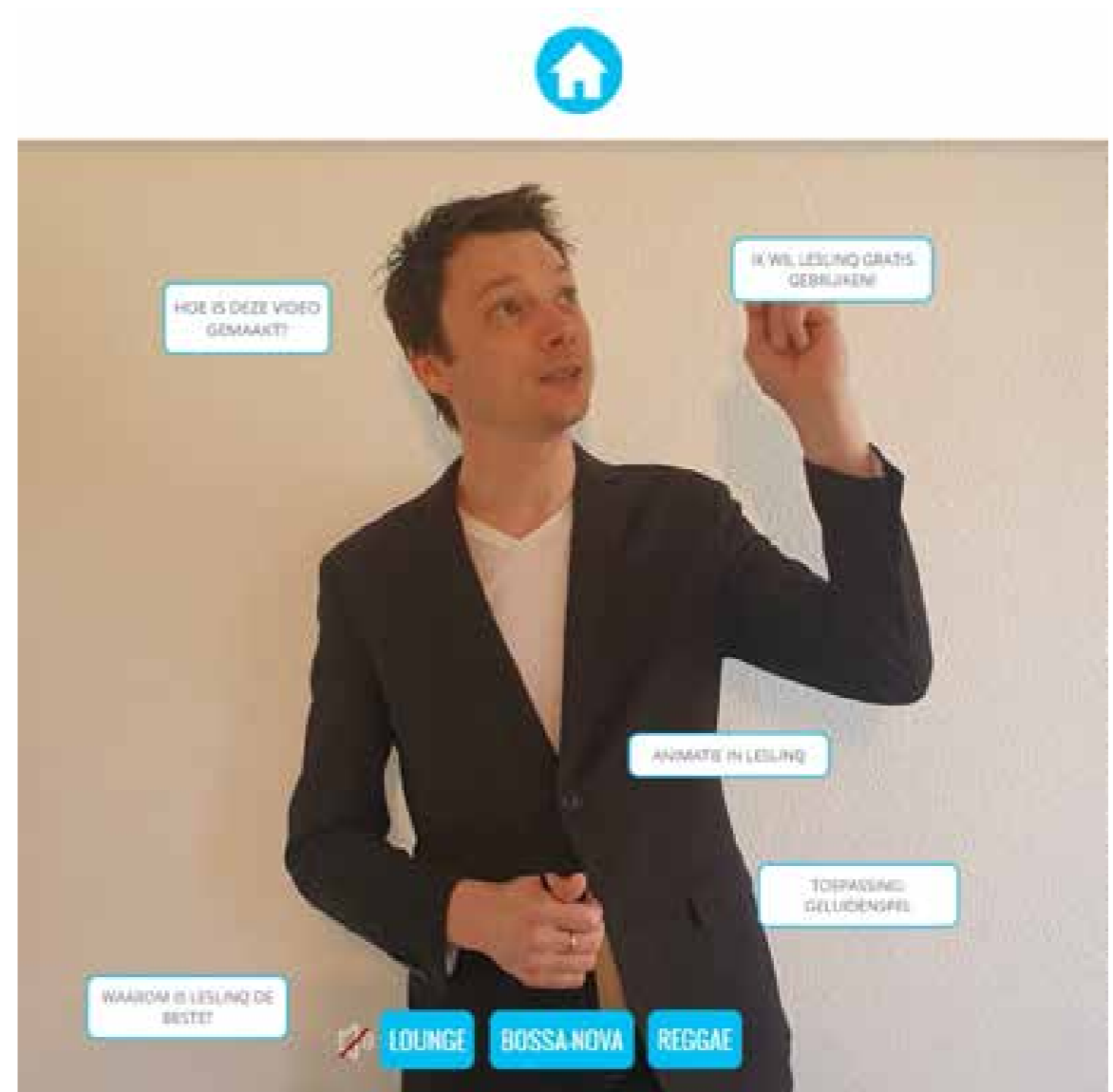
## Tip 10:

# Make your video an interactive experience

Even when using video, the attention span of students is short. Especially if a student has to watch multiple videos, the attention span becomes shorter and shorter. You can really make improvements by creating interactive videos. This can easily be done in different ways. For instance, by making the student click somewhere. Ask a question in between. Pause the video and only let the video continue when the question is answered.

Another option is to develop different scenarios. Some parts of learning material might be suitable for translating into a story or practical example. Work out different story lines and make 2 or more variations in the ending of the story. Let the student choose which storyline to look at and leave the choice to the student in what order.

Through the link below you can watch an interactive video about LesLinq. In it you will see several interactions. For example, you're able to choose a background music. There will be buttons over the image, so you can choose how the video should continue to play. Check for yourself to see more interactive features, which make it interesting to watch.



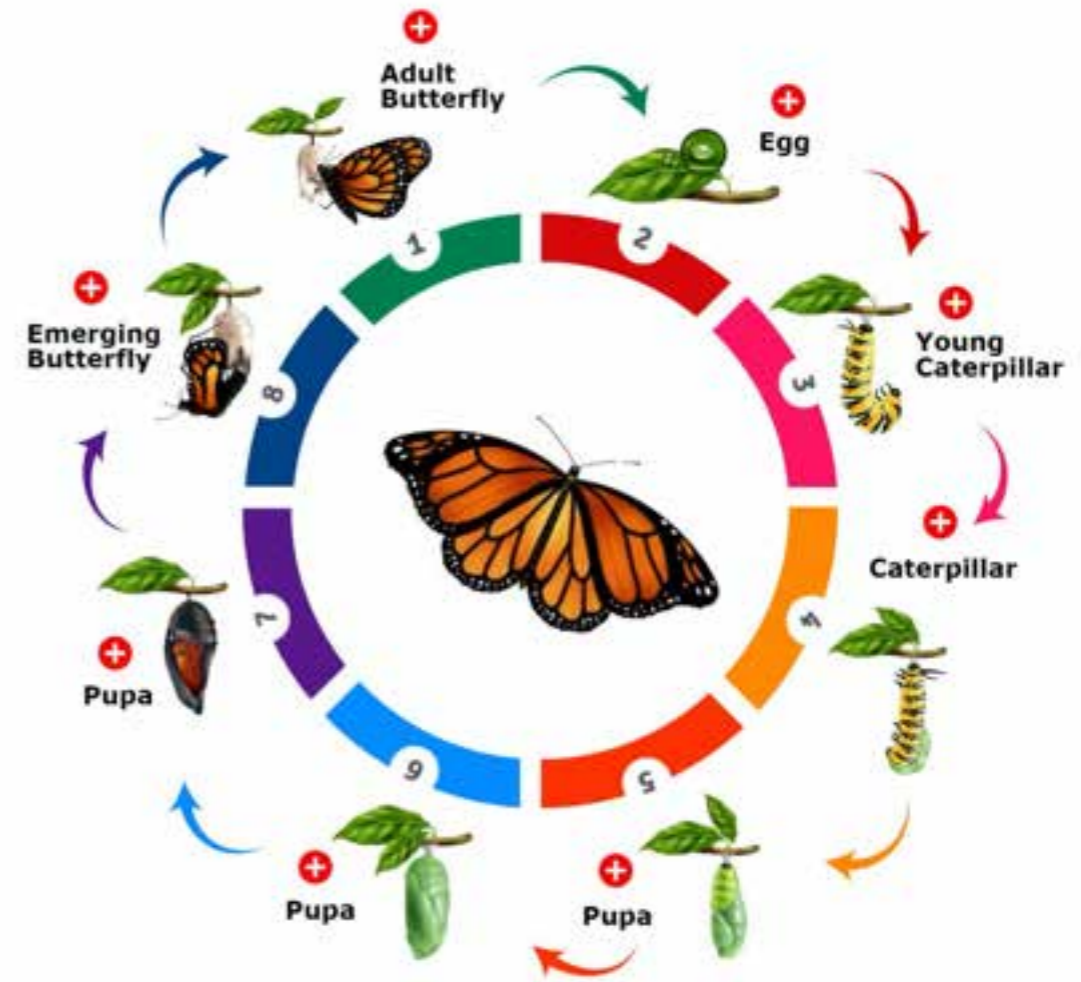
**Link:** [https://app.leslinq.com/PublishProject/ShareProject?prj=ytiN0yNMY9SCmzIklUfW\\_g==#start](https://app.leslinq.com/PublishProject/ShareProject?prj=ytiN0yNMY9SCmzIklUfW_g==#start)

## Tip 11:

# Drip by Drip

Don't show all the content at once, but bring things into view one by one (drip by drip). Allow the student to click on different points in the image, making it much easier to focus on the relevant content. You can set up each hotspot differently. One time a video opens. The other time you go to an external website, etc.

For inspiration, take a look at the example 'Butterfly'. Here you can see how elements appear in an animated way and how you can link separate information to each element.



# Questions?

Do you have any questions after reading this e-book?

Call us on +31 (0)168 476 144 or send an email to [leslinq@leslinq.com](mailto:leslinq@leslinq.com)

## Get to know LesLinq for free

Curious about the functionalities of LesLinq?

Create a free account or request a demo at [www.leslinq.com](http://www.leslinq.com). Don't wait!

## LESLINQ

Landpoortstraat 5

PO Box 15

4797 ZG Willemstad

The Netherlands

[www.leslinq.com](http://www.leslinq.com)

