

A person wearing a blue shirt is seen from the chest up, working on a laptop. The background is a dark blue grid pattern. The text is overlaid on the image.

**CEdMA E-Learning SIG**

**Wednesday January 28, 2009**

**9 am – 10 am Pacific**

**Developing Training Offerings  
for iPods**

**Leslie Kirshaw, Web Advantage**

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# Developing Training Offerings for iPods

## Leslie Kirshaw

# Agenda

- Video iPod as a training media player
- Types of iPods
- mLearning by region
- Target audience
- Content considerations
- Environmental considerations
- Cost/Benefit analysis
- A Study of the Effectiveness of blended learning
- Cross industry success stories
- Examples
- 5 steps to deliver training via an iPod

# Why deliver training via an iPod?

- Develop once, deliver many
- Portability
- No internet connection
- iPod is world's best-selling range of digital audio players - Worldwide mainstream adoption
- Easily customize default menus to guide users
- Low cost



# Type of iPods

- iPod Touch
- iPod Classic
- iPod Nano
- iPod Shuffle



# Target audience considerations

- Learners who cannot or will not attend ILT
- Learners who are widely distributed geographically
- Learners who have accepted CBT or eLearning
- Learners who can have access to an iPod
- Learners who need just-in-time training

# Content Considerations

- Modular content
- Scenario-based/storyline



# Environmental considerations

- Student distraction
- Learning support
  - Help desk
  - Written materials

# Cost/Benefit Analysis

- Portability
- Context Sensitivity
- Information pushed out to learners quickly regardless of location
- Learners more apt to study because learning is more on their schedule
- Addresses problems with streaming video within IT infrastructure
- Price point

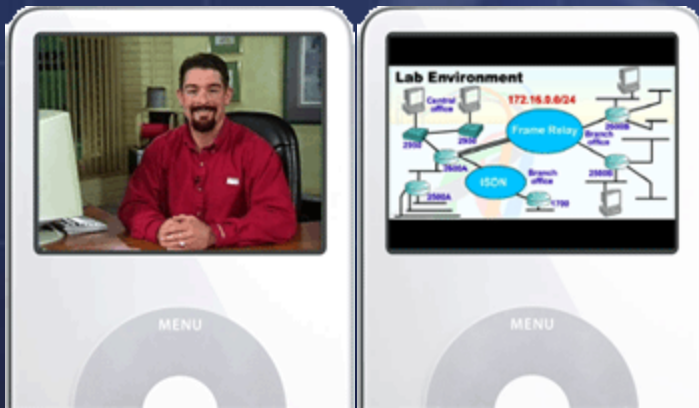
# Cost/Benefit Analysis

- Adapting learners to a new behavior
- User distraction
- Small screen
- Cost of adaptation of content
- Cost of device

# Effectiveness of blended Learning study


- Effectiveness Of Traditional And Blended Learning Environments *ScienceDaily* (Sep. 22, 2008)
- University of Missouri study
- Compared course delivery methods
- Few statistical differences

# Success stories



# Mp3 Sample



Title: museum  
Format: mp3 (00:00:32)  
Double-click to edit 



# Video iPod sample



Title: tagetik\_sample  
Format: mov (00:00:29)  
Double-click to edit



webex



# 5 Steps to Video iPod Training

- Content



- Design



- Edit



- Distribute



- User Access



# Step 1 - Content

- Start with Content
  - Existing classroom, asynchronous, elearning, corporate presentations, written training materials

# Audio & Screen Capture

The image shows a screenshot of the Microsoft PowerPoint 2007 interface. The title bar reads "Developing Training offerings for iPods.pptx - Microsoft PowerPoint non-commercial use (Trial)". The ribbon is set to the "View" tab, and the "Record" button is highlighted with a red arrow. The "Record" button is located in the "Custom Toolbars" section of the ribbon, between the "Publish" and "SoundTester" buttons. The main slide area displays a slide titled "Developing Training offerings for iPods" by Leslie Kirshaw. The slide content includes a "Click to add title" placeholder, a row of four small images (hands holding a device, a device on a desk, a person talking, and a person at a computer), and the main title "Developing Training offerings for iPods" with the author's name "Leslie Kirshaw" below it. The left-hand navigation pane shows a list of slides, with slide 4 selected. The status bar at the bottom indicates "Slide 1 of 25" and "75%".

Developing Training offerings for iPods.pptx - Microsoft PowerPoint non-commercial use (Trial)

Home Insert Design Animations Slide Show Review View Add-Ins Acrobat

Sitepal\_Wizard Record Publish SoundTester Registration About

Menu Commands Custom Toolbars

Click to add title

Developing Training offerings for iPods  
Leslie Kirshaw

Slide 1 of 25 "Competition" 75%

# Step 2 - Design



# Step 3 - Editing

The screenshot displays the Camtasia Studio software interface. At the top, the title bar reads "Camtasia Studio - Untitled.camproj". Below it is a menu bar with "File", "Edit", "View", "Play", "Tools", and "Help". A toolbar contains various icons for file operations and editing. On the left, the "Task List" panel is open, showing "Make a recording" and "Record PowerPoint" options. Below these are "Add" and "Edit" sections with various tools like "Import media...", "Title clips...", "Voice narration...", "Record camera...", "Audio enhancements...", "Zoom-n-Pan...", "Callouts...", "Transitions...", "Captions...", "Flash quiz and survey...", and "Picture-in-Picture (PIP)...". The "Clip Bin" panel in the center shows a clip titled "Developing Training offerings for iPods.pptx.camrec". The main preview window on the right shows a video frame with a blue background and white text: "Developing Training offerings for iPods" and "Leslie Kirshaw". Below the preview is a playback control bar with a progress indicator showing "0:00:00:00 / 0:00:09:06". At the bottom, the "Timeline" panel is visible, showing a "Markers" track and "Video" and "Audio 1" tracks. The "Video" track has a clip labeled "develop" starting at 0:00. The "Audio 1" track shows a waveform. The status bar at the bottom left indicates "Ready".

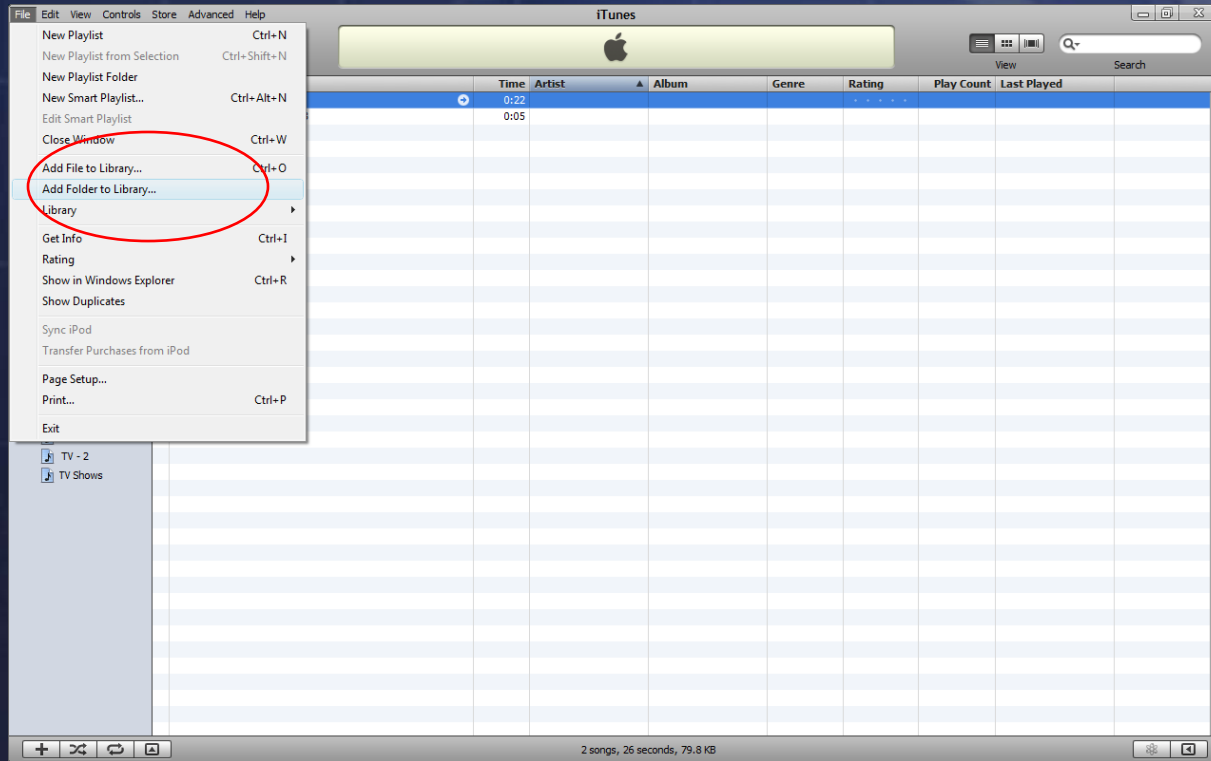


# Step 4 - Distribution

- Email attachment (small chunks)
- LMS
- Corporate portal
- ItunesU.com
- USB Drive
- FTP site
- Pre-load on iPod

# Step 5 - User Access

- User is required to download training into iTunes and Sync with User iPod



# Summary

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# Contact Information

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