



Trends in eLearning

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Definitions

Traditional eLP

eLearning Professionals (eLP) who create eLearning content using **ONLY** traditional tools and using traditional methodologies.

Traditional tools like Flash, DreamWeaver, Authorware, ToolBook Instructor require **scripting** skills to generate content.

Traditional Content takes **months** to develop and the methodology followed is based on the ADDIE model.

Rapid eLP

eLearning Professionals (eLP) who create eLearning content using traditional **as well as** rapid tools.

Rapid tools like Captivate, Presenter, Camtasia, Lectora allow **scripting-free** content creation.

Purely rapid content takes **days** to develop and typically compresses various parts of the ADDIE model.

Classification of Authoring tools

Tool Focus	Programming-based	1	2
	Programming-free	4	3
		Multipurpose / Generic	eLearning-specific
Content Focus			

Web Authoring

[Market Leaders: **Adobe Dreamweaver**, Microsoft FrontPage]

2D / 3D Multimedia

[Market Leaders: **Adobe Director**]

Interactive Content

[Market Leaders: **Adobe Flash**, Adobe Flex, Microsoft Visual Studio .NET]

Raster & Vector Image Editing

[Market Leaders: **Adobe Photoshop & Illustrator**]

Presentation & Document Authoring

[Market Leaders: Microsoft PowerPoint, Excel]

Rich-media Courseware

[Market Leaders: **Adobe Authorware**, SumTotal ToolBook, Kaplan STT Trainer]

Serious Games

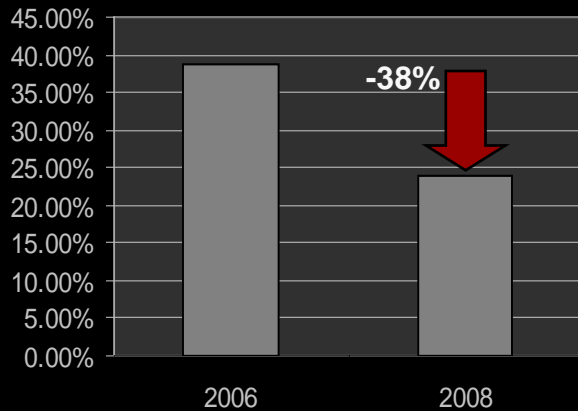
[Market Leaders: Fragmented, **Adobe Director**]

Simulation & Rapid

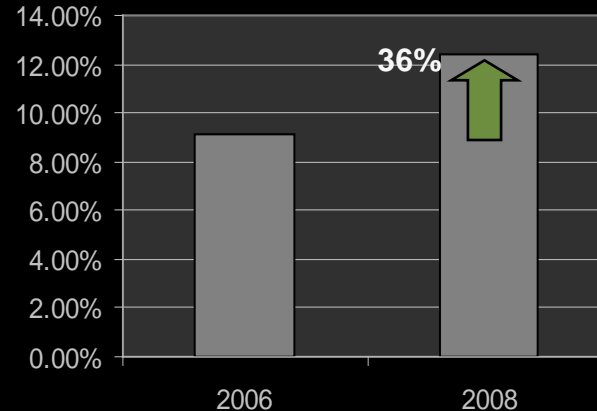
[Market Leaders: **Adobe Captivate & Presenter**, Articulate, Camtasia, Lectora, Raptivity]

The Changing Blend in Learning

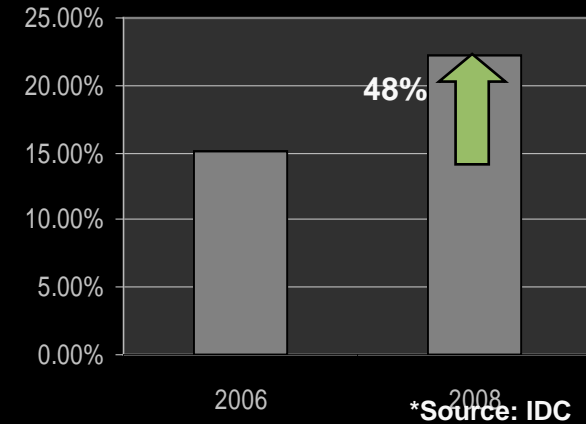
Classroom



Synch eLearning



Asynch eLearning

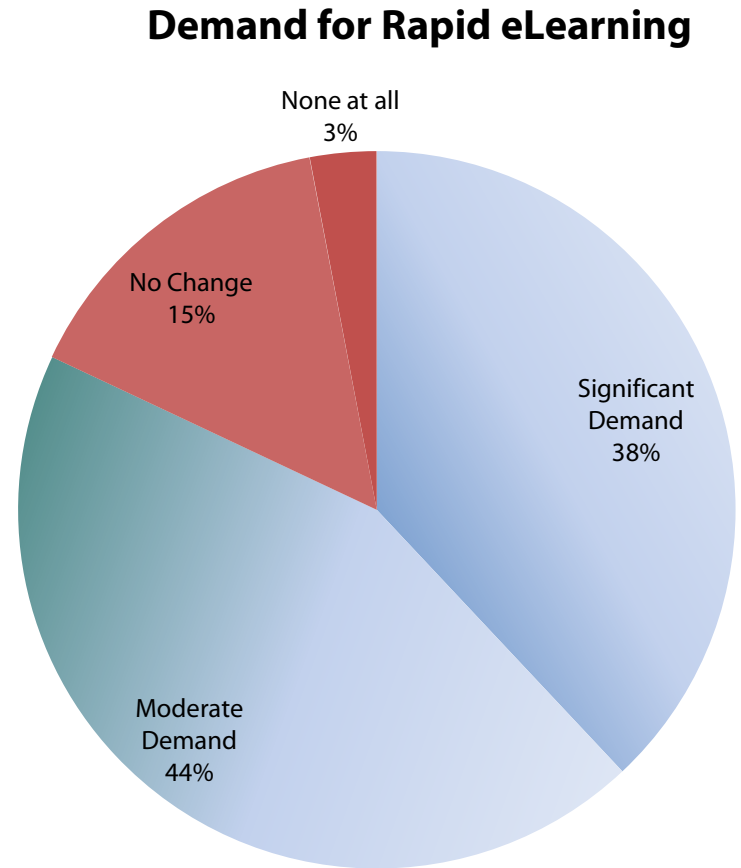
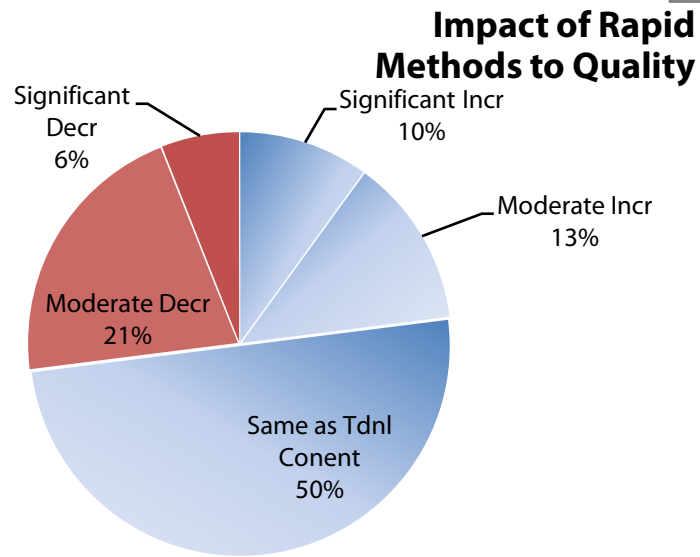
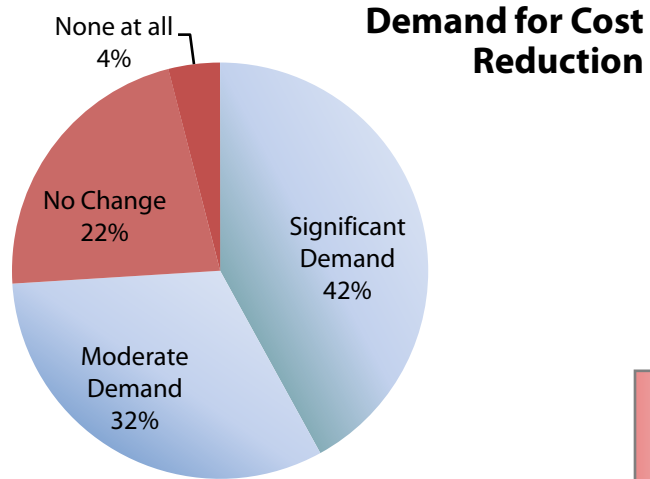


*Source: IDC

Driving forces:

- Standardized delivery
- Scalable delivery model
- Tracking requirements from the compliance regime
- Lower cost of delivery

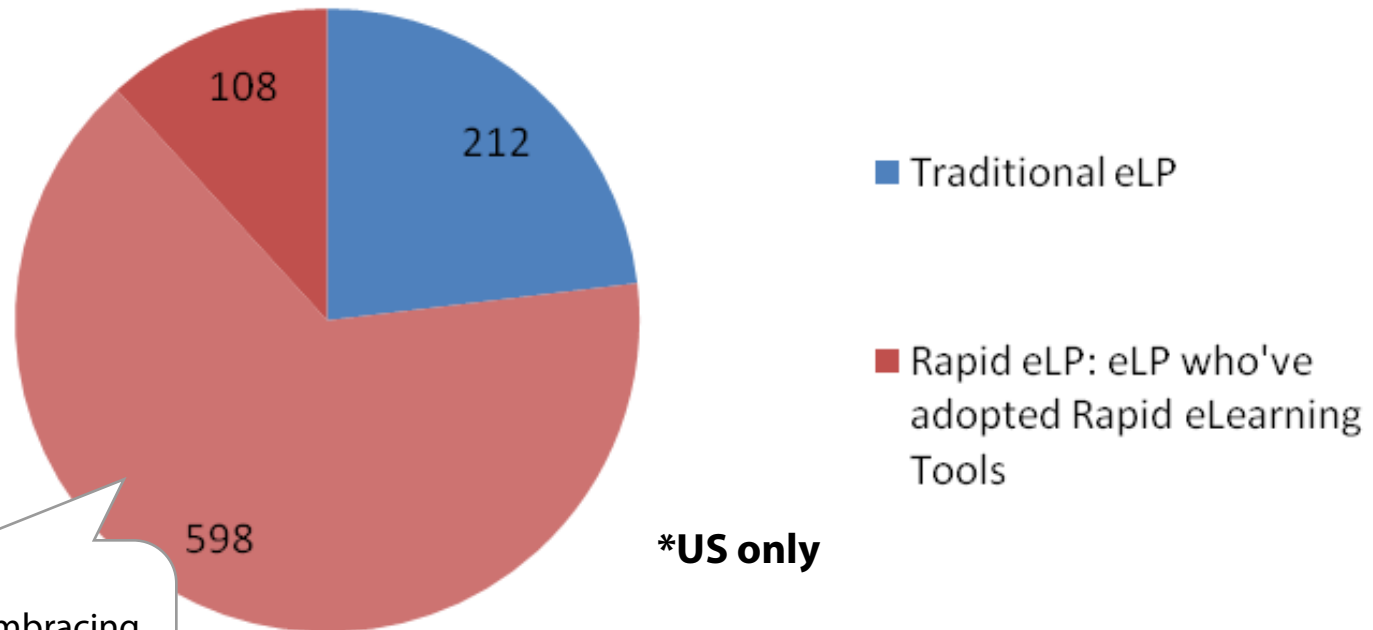
Trend: Migration from Traditional to Rapid



*eLearning Guild survey 2006

eLP: Changing Landscape

Authoring tool market-2011



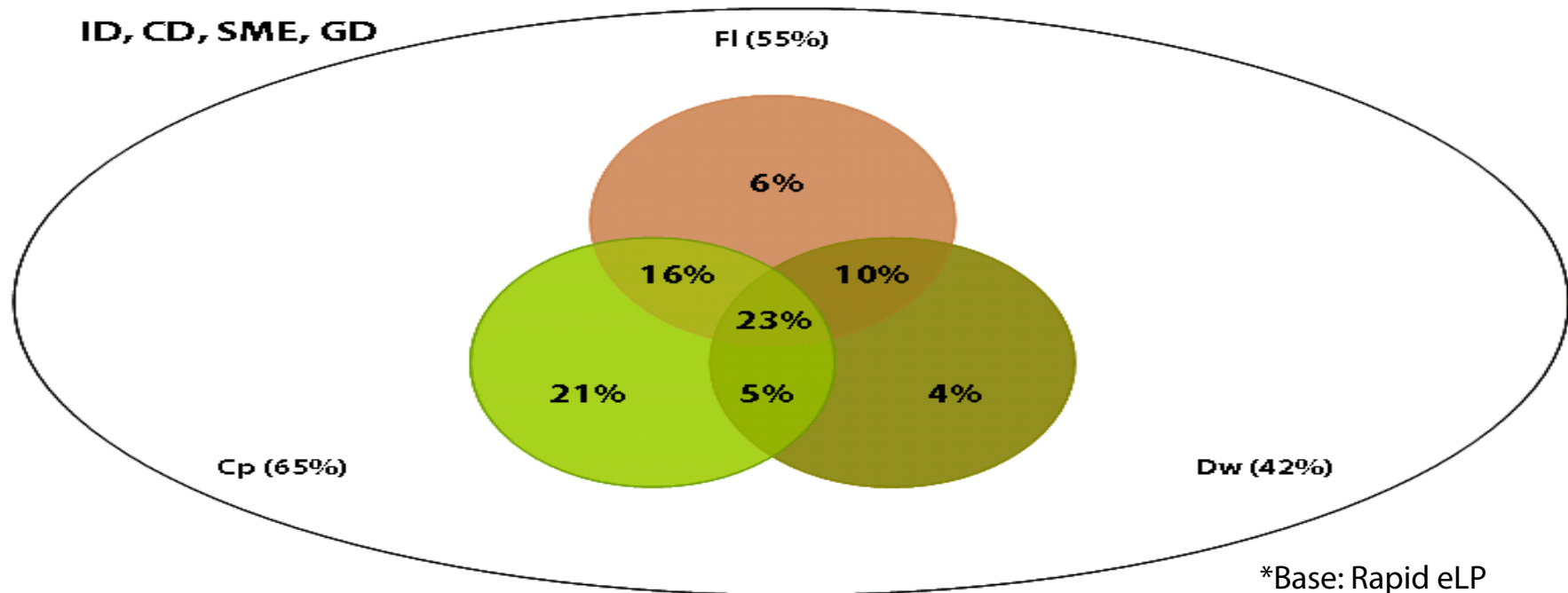
***US only**

User base in '000

Traditional folks embracing rapid methodologies as a part of their skill-set

**Source: US census. Growth in Rapid eL: Bersin, eLearning guild*

Trend: Rapid eLPs Wear Multiple Hats



“Rapid” pressures are blurring the demarcations between CDs and IDs

Majority of eLP use a toolbox that contains- traditional authoring tools, rapid authoring tools and graphic editing tools

**Source: 2007 Adobe Survey*

Workflow: Rapid Authoring

Enrich



**Edit graphics;
import Ps
objects**



**Edit;
customize
widgets**



Edit audio



**Device
metadata**

Author

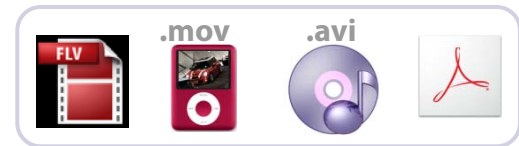


**Aggregator/ SCORM
packager**

Deliver



Publish



Preview



Workflow: Traditional Authoring

Enrich



**Edit graphics;
import Ps
objects**



**Application
capture;
assessment**



Edit audio

Author



**Flash Learning
Interactions**

CourseBuilder

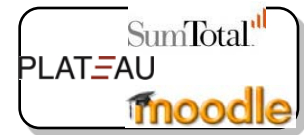
Deliver



`send_score.swf`



**Aggregator/ SCORM
packager**





Adobe