



Zuma Learning Presents:

More than Instructional Design

Presented by **Neil Lasher** – A Real World Approach to the Instructional Design Process

Instructional Design is not just a theory, it's a practice. Models and processes mean nothing if not implemented and utilized in the real world.

Zuma Learning's two-day course focuses on creating courses that successfully facilitate **performance-enhancing eLearning**. After you've mastered the models behind design concept and layout, we'll teach you **modern day tools** for developing your courses. You'll receive tips on how to isolate the learning requirements, create the right blend to address different groups and styles, design course maps, identify opportunities for interactivity, and learn to consider the correct intervention and practice using creativity

This course will cover a comprehensive look at instructional design:



Models Behind Instructional Design

- Understand the models of eLearning, the six levels of learners and what they expect, and how *attraction* differs from *engagement*.



Stars of Learning and Design Theory

- Dive into the learning theories of the experts, including Gagne, Kolb, Race, and Bloom, and uncover the design concepts of Guttenburg, Arnold, Fallon, and more.



Social and Mobile Learning

- Gain an introduction to social learning and how it relates to your needs, and consider mobile delivery for your learners.

Facilitated by Neil Lasher, an internationally recognized expert in Instructional Design, *More than Instructional Design* provides a **deep dive into theory** while delivering a **real-world approach** to instructional design. Join us in Boca Raton, FL for two days of non-stop learning that will leave you feeling prepared and inspired to turn your ideas into sound design. This course takes you through the complete instructional design process.

Learn more at www.zumalearning.com or contact **Traci Connor** at 513.936.9800