

## Lesson 4: Designing Engaging Online Lessons

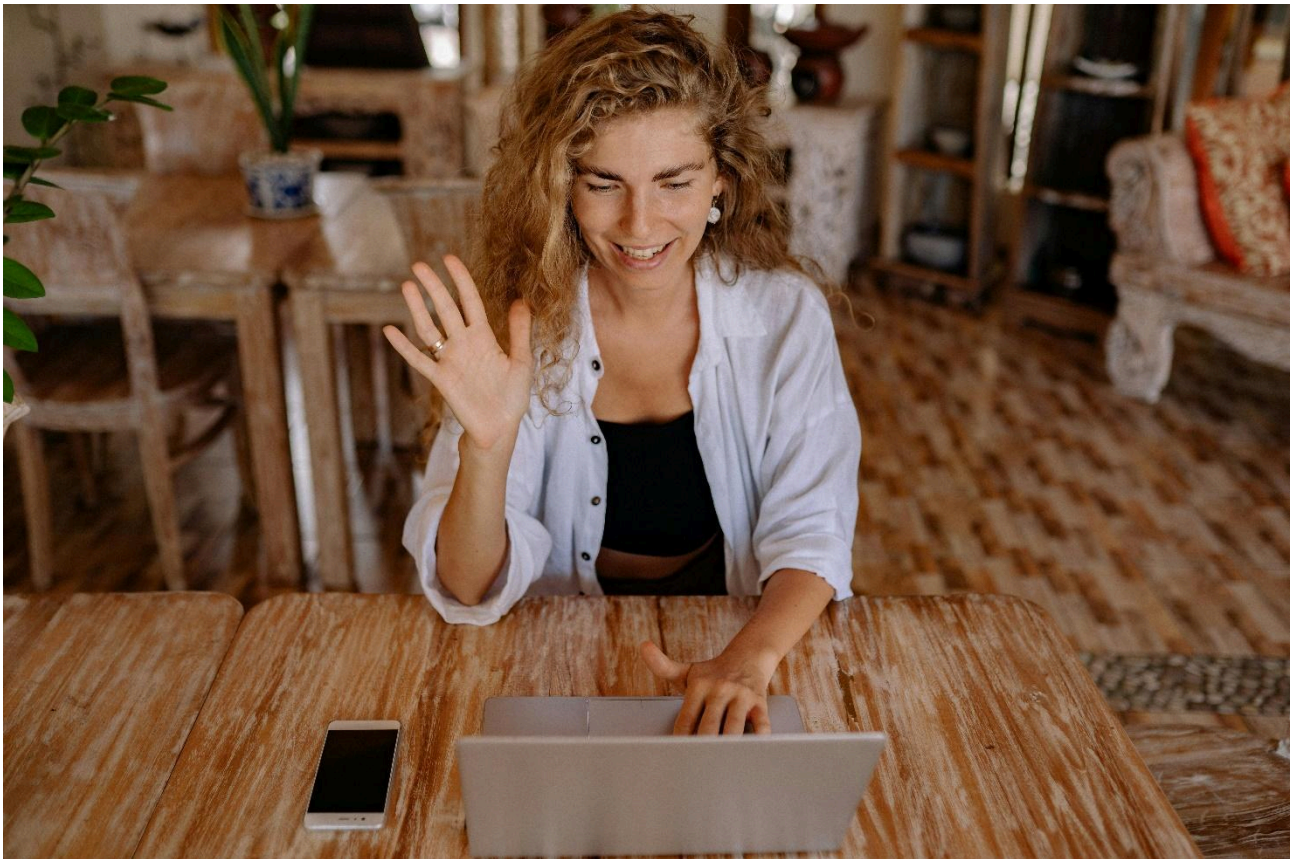
*Welcome to Lesson number 4! We are ready to dive into the heart of online learning! To do so, we need to learn how to select, create, and share the most appropriate digital resources for a comprehensive and engaging learning experience. Let's get started!*

*The first step involves applying some design principles.*

### **"Designing Engaging Online Lessons"**

Transforming Learning Experiences with Design Principles

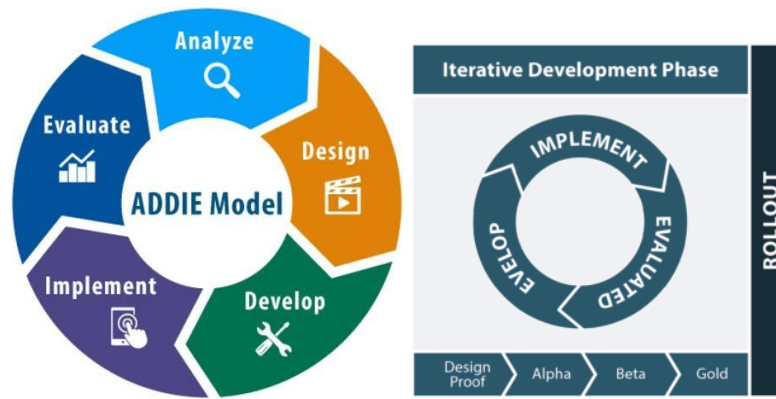
*One of the toughest challenges in online learning is capturing and maintaining learners' attention. How can we overcome this challenge?*



Quote: "Tell me and I forget. Teach me and I remember. Involve me and I learn." – Benjamin Franklin

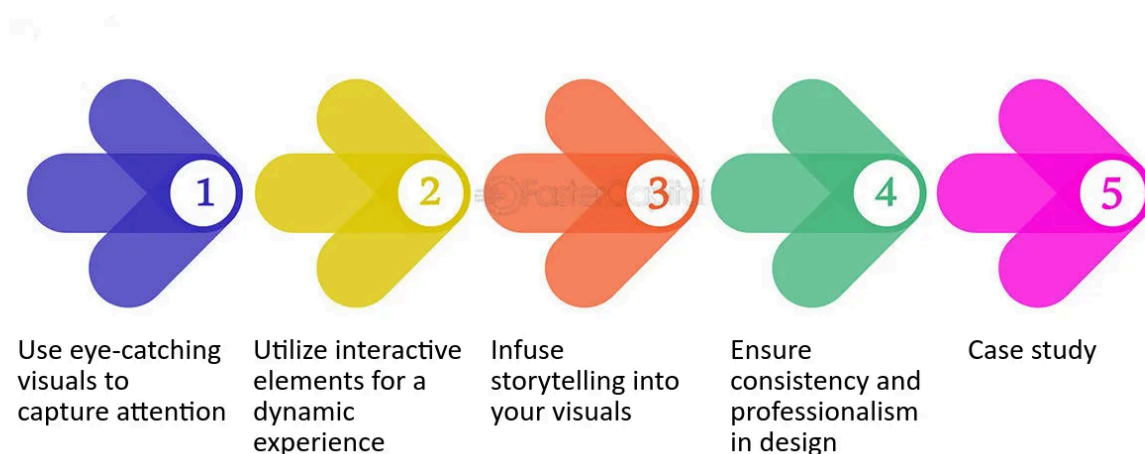
**Construct the Learning Objectives in a way that is appropriate for online learning**

*Apply design techniques to structure content clearly: ADDIE or SAM models can be used*



*Integrate interactive elements to enhance participation. Be “Visual” as much as you can, by using simple, stylized icons representing objectives and interactive elements, such as arrows or buttons.*

### Incorporating Visuals and Interactive Elements for Enhanced Engagement



### Understand Your Audience

*"Who Are Your Learners?". This question is of paramount importance. Your work at this stage mainly consists in identifying learners' needs, skills, and prior knowledge.*

*Adapt lessons to suit different learning styles and preferences. You can make recourse to Agile “Persona Methodology”*



### **Figure out how to manage cognitive load**

*Take in mind that learners can only process a limited amount of information at once.*

*How to manage cognitive load? There are many techniques available. The very key is to offer chunking information, using visuals to simplify complex ideas. At this stage, you can use some tools mutated by the cognitive theory to course design.*

### **Organize your Content for Clarity**

*Clarity is the bulk of distance learning. The clearer the content, the more learners will be able to absorb, retain, and apply the information effectively. How can we achieve this result?*

*First of all, break content into manageable segments or modules.*

*Then, use headings, subheadings, and bullet points for easy navigation*

*Finally, implement a logical flow from simpler to more complex concepts*

# 5 Visual-Design Principles in UX

Visual-design principles inform us how design elements go together to create well-rounded and thoughtful visuals. Graphics that take advantage of the principles of good visual design can drive engagement and increase usability.

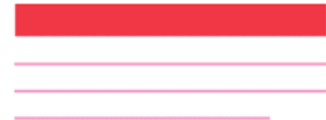
## SCALE

The principle of scale refers to using relative size to signal importance and rank in a composition.



## VISUAL HIERARCHY

The principle of visual hierarchy refers to guiding the eye on the page so that it attends to design elements in the order of their importance.



## BALANCE

Balance occurs when there is an equally distributed amount of visual signal on both sides of an imaginary axis.



## CONTRAST

The principle of contrast refers to the juxtaposition of visually dissimilar elements in order to convey the fact that these elements are different.



## GESTALT PRINCIPLES

Gestalt principles capture our tendency to perceive the whole as opposed to the individual elements.



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## Make recourse to visual Hierarchies

*Visual hierarchies help in organizing information, guiding learners' attention, enhancing comprehension, and ultimately improving the overall learning experience. How to do so?*

*Use size, color, and positioning to guide attention.*

*Visual: ....*

*Highlighting key points not only captures learners' attention but also enhances their understanding, retention, and overall engagement with the material. How?*

*Use contrast or bold design elements like in the example.*

## Make all materials and elements full accessible

*Accessibility is a fundamental aspect of online learning, ensuring that all learners have equal opportunities to participate, engage, and succeed. It enhances the educational experience for everyone and promotes an inclusive, supportive, and effective learning environment.*



*How can we make the content accessible?*

*Use clear fonts and high-contrast color schemes*

*Include alternative text for images and captions for videos*

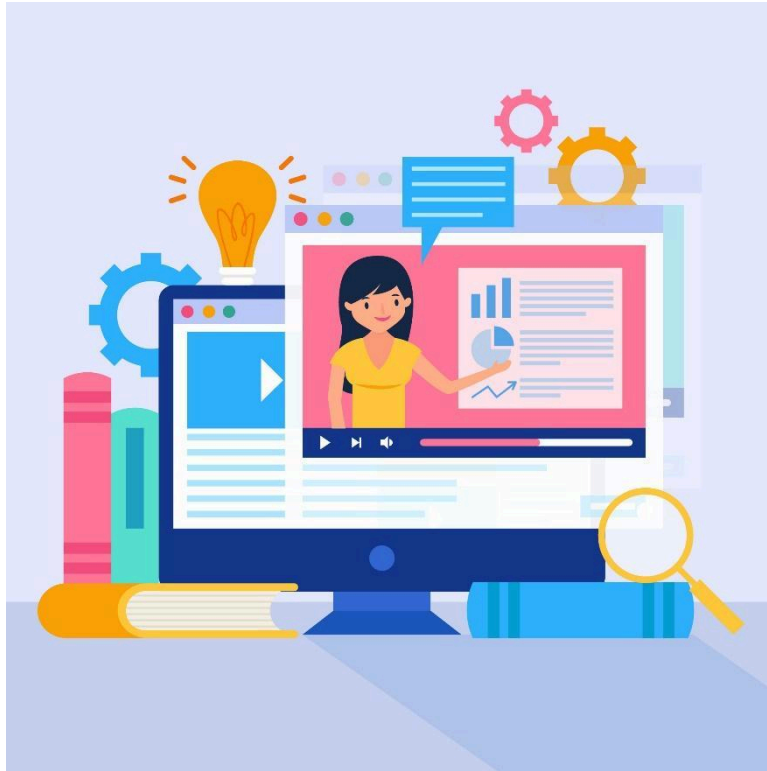
*Provide content in multiple formats (text, video, audio)*

### **Use Multimedia**

*Incorporating multimedia into online learning enriches the educational experience by enhancing engagement, accommodating various learning styles, improving understanding and retention, and promoting interactivity. You can leverage multimedia to succeed in your teaching by:*

Incorporating images, audio, and video to enhance understanding

Balancing multimedia elements with text to avoid overload



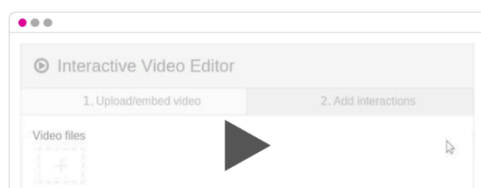
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## Use tools for Creating Interactive Content

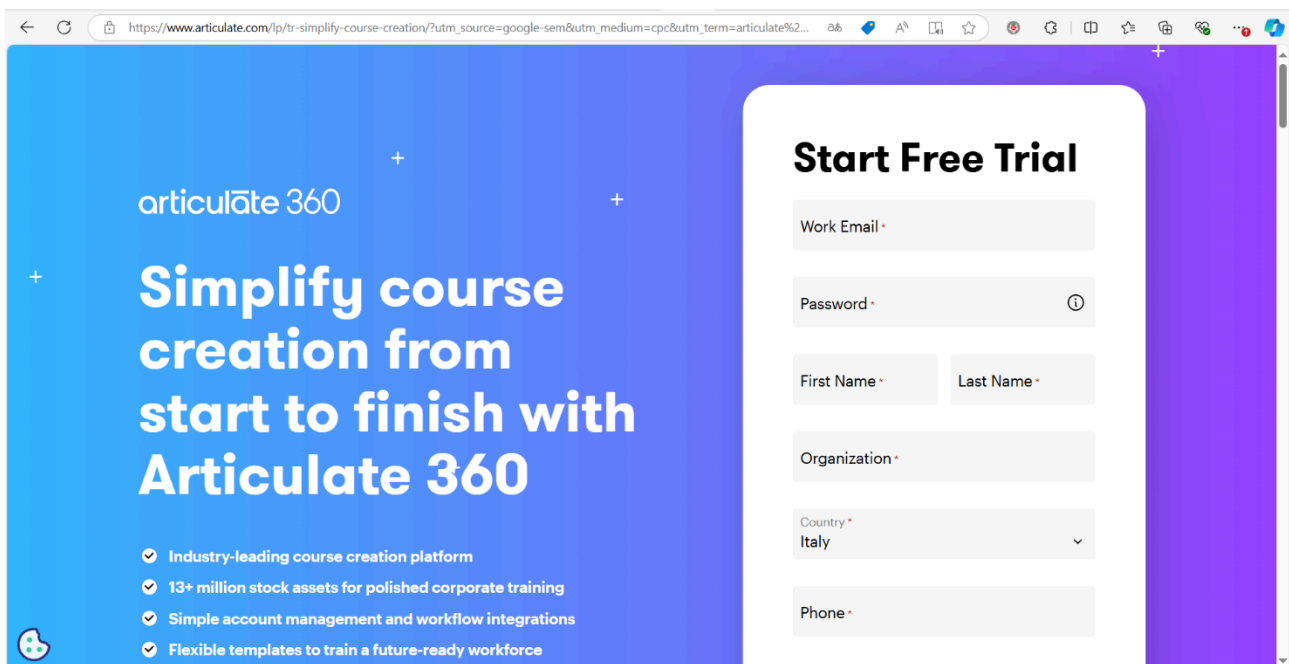
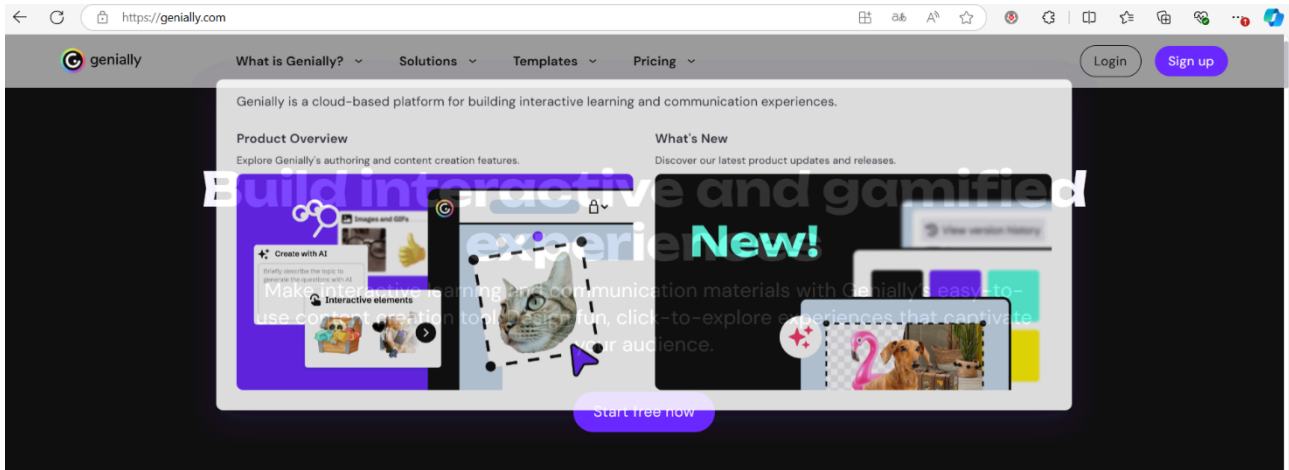
*There are many tools available that can stimulate interaction. Choosing the most suitable ones and knowing how to use them effectively makes the difference between a standard lesson and an outstanding lesson.*

Explore tools like H5P, Genially, or Articulate for quizzes, polls, and interactive timelines

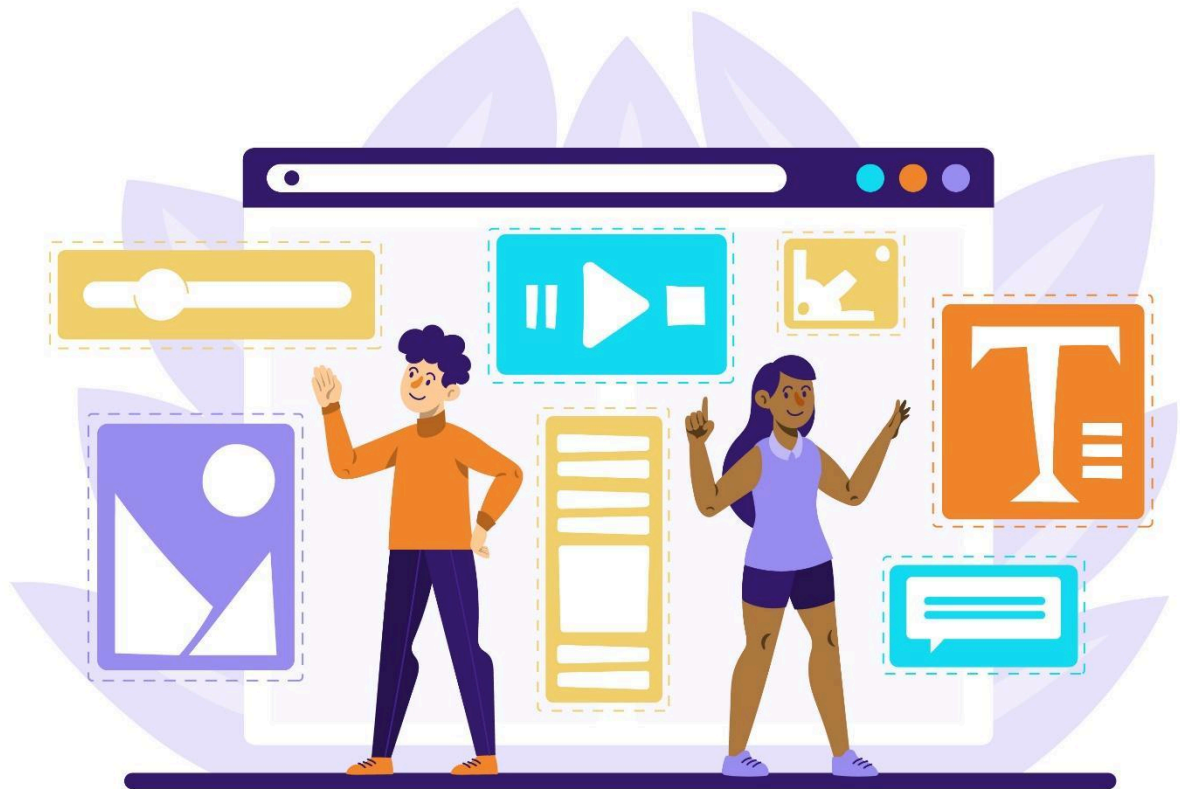
A screenshot of the H5P website homepage. The browser address bar shows 'https://h5p.org'. The page has a blue header with the H5P logo, a search bar, and navigation links: 'Examples &amp; downloads', 'Documentation', 'Goals &amp; roadmap', 'Forum', 'Log in', and 'Create free account'. The main content area features the text 'CREATE, SHARE AND REUSE INTERACTIVE HTML5 CONTENT IN YOUR BROWSER' with a 'Try this' button. To the right, there are six question mark icons in a 2x3 grid. Below the icons, it says 'Time spent: 0:00' and 'Card turns: 0'. A 'Feedback' button is visible in the bottom right corner.



**Create**  
Richer HTML5 Content in  
Existing Publishing Platforms



Use drag-and-drop activities, clickable hotspots, and self-check quizzes



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## **Gamify your Lessons**

*Gamification supports online learning by increasing engagement and motivation, providing immediate feedback, encouraging active participation, and fostering social interaction.*

*What do you need for gamifying your lessons?*

Basically, you need game elements such as badges, points, leaderboards to motivate learners.

When you use game elements, be sure that they align with learning objectives.

## **Use the right strategies for Keeping Learners Engaged**

*Engagement strategies are crucial for online learning as they help maintain learners' interest and motivation throughout the educational process. So, let's have a look into a couple of strategies that you can use while designing your online lessons!*

Use real-life scenarios and case studies to contextualize learning

Encourage collaboration through discussion boards, breakout rooms, and group activities

## **Encourage Learner Interaction**

*How to get interaction among learners?*

Include opportunities for peer-to-peer feedback and collaboration

Use live polling or Q&A to foster real-time engagement

### **Is Your Design effective?**

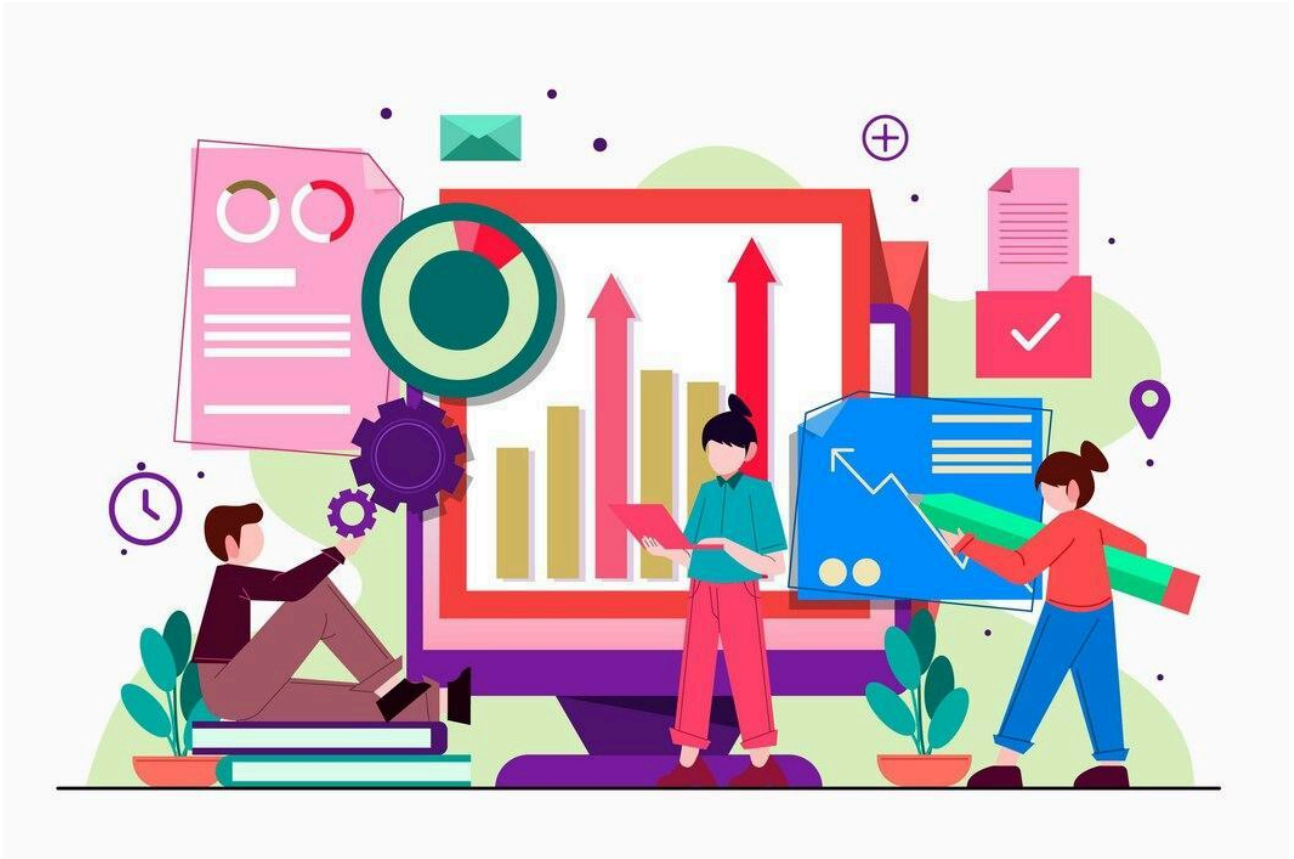
*How can you know if your online lesson is ready and will be effective? Don't leave it to chance; evaluate your design. You can do this in several ways, such as:*

Collect learner feedback on the lesson's design and interactivity



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Use analytics to track learner engagement and adjust content accordingly



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*Everything clear? Well, let's start designing your own engaging digital lesson today!*