



# Content Development



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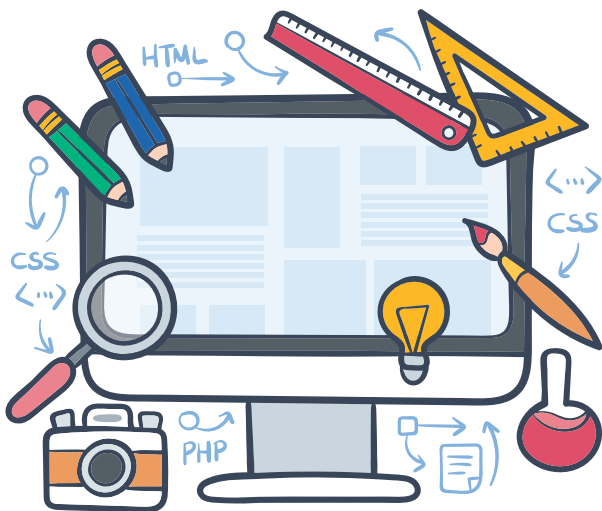




## Content ... Development

**>> We** are one of the leading eLearning content development companies from India providing service to top notch companies and successfully completed more than 5000 hours of eLearning content and is now taking care of the learning needs of many fortune 500 companies and top indian corporates.

**>> Our** eLearning content are especially customized to meet specific business needs of our customers and reflect our passion to create engaging courses which are highly effective. Our courses are an effective blend of instructional design theories, intuitive graphics, engaging animations, interactive content, quizzes and case studies.



**>> Our** content development solution offers flash-based solution, responsive HTML5 Solution, Audio Scenario Solution, Video widget, authoring tool solution, game based elearning content etc. We have developed a variety of compelling elearning content courses for different training needs for different corporate domains like human resource, sales and marketing, banking and finance, customer service and soft skills etc

**>> Our** team of content developers including media designers, instructional designers, visualisers, graphic artists and animators work closely together to ensure that each course is effective yet unique. Our content developers uses a range of innovative techniques, scripting methods, scenarios, storylines and solid instructional design combined with animation and graphics to customize interactive courses.



## Our ... Clientele



“

Great product and services. The L2W team guided me through the entire process and made the experience great! Really partnered with me and my vision to make it happen. Exceeded my expectations on many fronts.

”



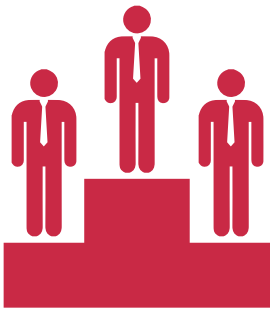
“

Overall I am very happy with the results. It was an ambitious project with lots of pivots and changes, but the team was incredibly responsive throughout.

”



## Table of... Content



## Project Approach



## Media Design Approach



## Levels of Solution



# Project ... Approach

## Steps followed for developing E-LEARNING COURSES

### NEED ANALYSIS

NEEDS ANALYSIS IS DEFINED AS A FORMAL PROCESS FOCUS ON HOW THE E-LEARNING MODULE TO BE DEVELOPED ADDRESSES THE NEEDS OF THE TEAM. THE BUSINESS DEVELOPMENT TEAM, ID TEAM AND CLIENT WOULD DISCUSS AND ANALYSE ALL THE ASPECTS OF THE TRAINING CONTENT, LEARNERS, LEARNING PLATFORM, ETC. [DETAILED QUESTIONNAIRE IS EXPLAINED BELOW].

ID TEAM WOULD COLLECT ALL THE RAW CONTENT FROM THE CLIENT AND CREATE INSTRUCTIONALLY DEFINED COURSE FOR THE LEARNERS USING THE ADULT LEARNING METHODOLOGY AND ID THEORIES/APPROACH. STORYBOARD, VO SAMPLES, CARICATURE CUT, ETC WOULD BE SHARED WITH THE CLIENT

### INSTRUCTION DESIGN

### PROTOTYPE

MEDIA TEAM WOULD SHARE SOME OF THE COMPLETED SLIDES WITH THE CLIENT TO GIVE THE FAIR IDEA OF STORYBOARD DESIGN TREATMENT AND INTERACTION CALL-OUTS. CLIENT FEEDBACK WOULD BE CONSIDERED FOR FURTHER PROCESSING AND DEVELOPMENT.

### DEVELOPMENT

AFTER RECEIVING THE FEEDBACK ON THE PROTOTYPE SLIDES, THE ENTIRE MODULES IS DEVELOPED BASED ON THE FEEDBACK & STORYBOARD. MEDIA DEVELOPMENT INCLUDES CARICATURE, ANIMATIONS, VOICE OVER INCORPORATION, SYNCING, INTERACTIONS, ETC. INTERNAL LEVEL MEDIA TESTING WOULD ALSO BE DONE FOR MEDIA RELATED ISSUES.

### TESTING

INTERNAL ID QUALITY CHECKS AND CLIENT TESTING ARE CARRIED OUT ON THE MODULE. ALL THE SUGGESTED CHANGES ARE INCORPORATED AND RETESTED BY THE ID TEAM FOR THE FINAL TIME.

### FINAL PRODUCT

FINAL DEVELOPED E-LEARNING MODULE TO HANDED OVER TO THE CLIENT WITH ALL THE CHANGES. BACKEND SUPPORT IS ALSO PROVIDED WHILE IMPLEMENTATION BY THE CLIENT TEAM ON THEIR PLATFORM IN CASE OF ANY ISSUE RELATED TO DEVELOPED MODULE.



## Objectives



As an adult one would like to know what's in it for me. This clearly spells out the objective.



## Content

Various theory slides would be covered in these interactions.

## Opening Animation



This would grab the attention of the audience.



## Interaction with Animations

There would be interactions in Flash. These would be scenarios, experiments, stories, problems with interactions.

## Quiz



The recruit is tested on the knowledge obtained. An option can be provided, that whosoever does not secure minimum marks in one section, would not be allowed to go to next section. This would be decided at kick off stage. The quizzes could be like, matching the column, true and false, choose the right option, essay etc.



## Case Studies

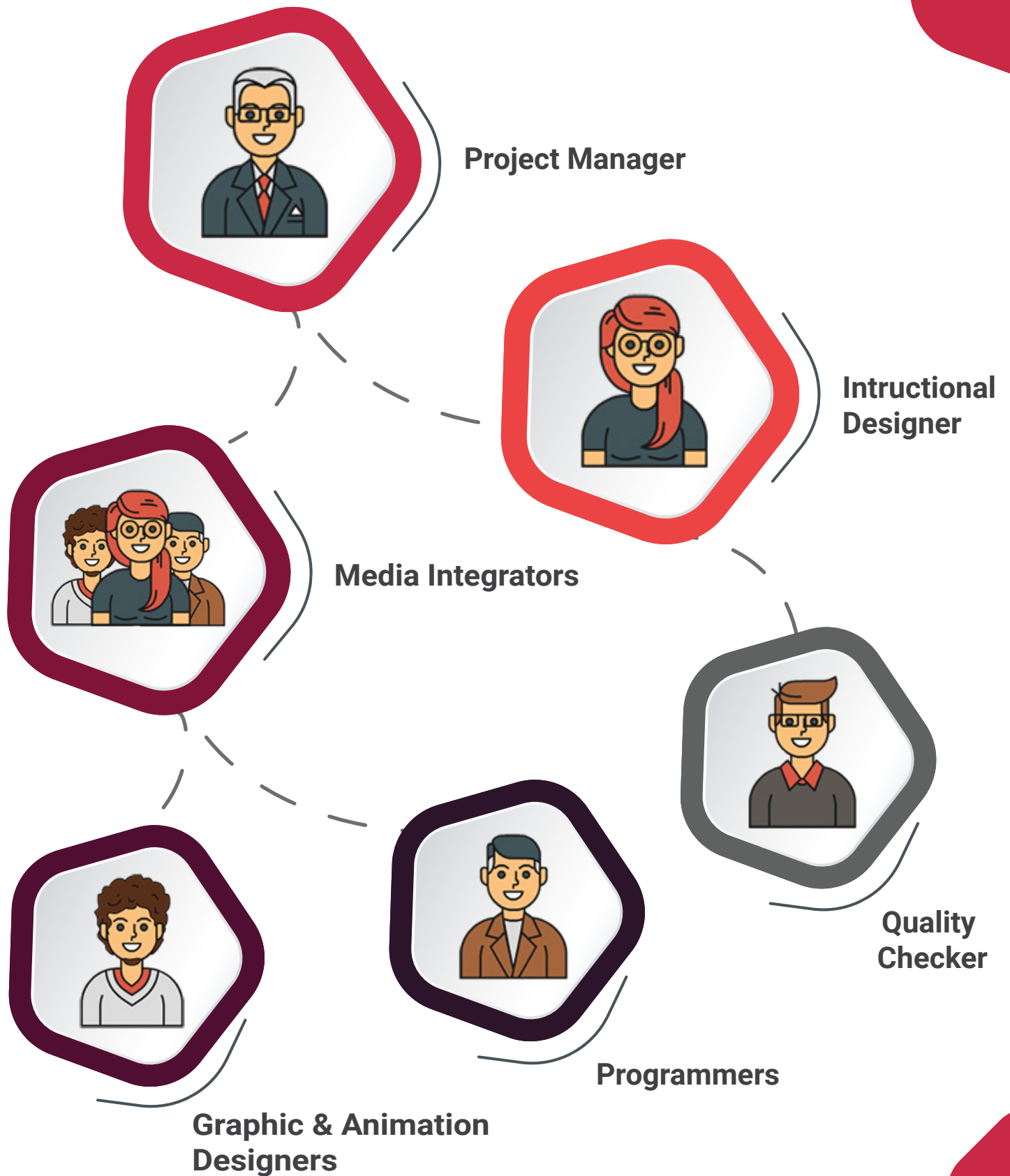
Real life scenario through animations or interactive slides would be presented to summarize the entire learning of the module.



## Navigational Help:

Help on how to use the system would be provided.

# Media Design ... Approach





# Html5 ... E-Learning Levels

## ... Level 1 ...

This sort of eLearning enhances zero interactivity. Direct, clear, content-based eLearning condition. Students are furnished with various content-based assets, teaches concepts with images, text and diagrams.

## ... Level 2 ...

Moderate interaction takes place at this level. Students have marginally more control over their learning knowledge. Intermediate e-learning module with rich media (combination of audio-video, animations, scenarios, real-life examples). This level may include: altered sound, complex simplified cooperation, reenactments, stories and spreading situations, and multimedia.

## Level 3

Advanced e-learning module which includes practicing concepts in safe environment, case study based testing and assessment. This usually uses both audio and video to ensure high degree of retention and engagement, with rich user experience. Interactive eLearning cases at this level include: interactive diversions, recreated work execution works out, modified sound or recordings, stories and situations, and in addition interactive media.



Components	Level1	Level2	Level3
No. of slides	40-45	40-45	35-40
Q/A Interactivity type (MCQ, true or false)	Yes	Yes	Yes
Q/A Interactivity type (Drag&Drop, match the following)	No	Yes	Yes
Case study/scenario based reinforcement/Lip sync	No	No	Yes
Professionally recreated flowcharts, process diagrams and illustrations with animation	Static	Static	Interactive
Illustrations	Pics only	Mentor	Mentor & Case Studies
Client provided photographs/visuals	2 to 3	up to 5	up to 15
Assessment	No	Yes	Yes



Elements	Level1	Level2	Level3
Detail (types of slides)	Basic opening sequence + application screen shots	Opener Objectives Roadmap Summary Creative graphical objects such as process diagrams and workflow, to aid learning	Opener objective roadmap summary, creative graphical object such as process diagrams and workflows, to aid learning + High engagement animation of objectives and characters to keep the slide moving / happening
Presenter Lip / eye movement and simple hand movement	No	Yes	Yes
Complex character / graphic object movement	No	Medium Level	Higher Level
VO synching	No	No	Yes
Module Construct			
Iterations after video creation	Zero	One	Two

# Thank You



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22+

Years of experience



100+

Corporate Clients



5,000+

eLearning content



1,000,000+

Learner-base touched