

Group training (max. 10 persons)

Basics of content production

How can you make the most effective digital learning material to support learning?

Maybe you already have a content production tool like Gimlet Composer to create digital courses? Do you need tips and support in designing inspirational and learning-oriented content?

Goal: After the training, the participant will have a good understanding of how to get started and how to avoid the most common pitfalls in digital learning content design. The training is intended to accelerate the continuity of content production in organizations by providing low-threshold guidance for getting started.

For whom: The training is intended for beginners or those who have already had some experience in content production and want to learn how to make motivational, relevant, memorable and measurable digital learning content.

Duration: 3 hours (incl. 10 min. break)

Price: EUR 1,200 € + VAT

Training content:

- Digital learning – how?
- How to get started
- Tips for content production:
 - Tone of voice and clarity
 - Versatility with exercises
 - Images and videos
 - What does not work online?
- Planning study modules as part of content production
- Tips on organizing content production

The instructor's travel allowances and daily allowances outside the Helsinki Metropolitan Area are charged in accordance with the state's travel policy.

