



FET380: Building Your First Online Course (Part 1)

Training Outcomes

1. Identify best practices for planning an online training.
2. Identify how trainings will be created and made available to learners.

Workplace Outcome

Participants will identify the platform and features to use in their online courses.

Course Facilitators

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Have no fear, your Training Coach is here!
You can also reach out to your Training Coach for help and support.

[Training Coach Support](#)

Technical Terms Used in This Course

Here are some key definitions used in the course.

Application activity	Assignment that asks learners to apply the knowledge they are learning in a course.
Branding	Promotion of a particular product or business by means of advertising and distinctive design.
Broken link checker	Website add-on or web service that checks the links on the pages of a website for you to make sure they all still work.

Cloud-based	Stored, managed, and processed on a network of remote servers hosted on the internet rather than on personal computers.
Content Management System (CMS)	Online system allowing users to create, edit, collaborate on, publish, and store digital content.
Course Platform	System used to publish online courses.
Domain Name	Unique website address that users type into the address bar at the top of a browser to visit your website.
Gamification	Process of incorporating game elements into learning to make it more enjoyable.
Interactivity	Involves the actions or input of a user.
Learning Management System (LMS)	Software or plugin that allows you to create and deliver training courses and programs.
Lossless image	Reduces size of image without any quality loss by removing unnecessary metadata.
Lossy image	Reduces image file size by permanently removing some of the original data.
Online form	Online page that allows users to submit information, such as contact information or product checkout.
Online payment integration	Add-on that allows payments to be taken online through your course website.
Plugin	Add-on files that add new features or extends functionality on an existing application.
Rubric	A set of criteria or requirements used to assess an assignment.
Streaming server	Web server with capability to deliver live or on-demand video content to the user's internet-connected computer.
Style guide	A document that contains the colors, logos, fonts and font sizes will be used for your business or brand.
Theme	Files that control how a website looks.
url	Uniform Resource Locator, what you type at the top of a browser to take you to a specific web page.
Web host	Organization that sells or leases space on its internet servers. It hosts your pages for you.
Windscreen	Foam cover for a microphone to protect the sound quality from gusts of air.

Planning

What is interactivity?

According to Merriam-Webster Dictionary, being interactive involves the actions or input of a user. Including interactive options in your online training has many benefits and is also required per DCC Trainer Credential Regulations. We'll review some of the many benefits and options for interactivity.

Benefits

Retention

Attention Spans

Decision Making

922 KAR 2:240 Trainer Credential Regulations

Section 11. General Training Requirements

(6) A Training that is not conducted face-to-face between a trainer and trainee shall;

(a) Consist of a combination of alternative modes of delivery; and

(b) Not consist solely of

Reading an article;

Reading an article and answering questions;

Watching a video; or

Watching a video and answering questions;



What types of interactivity would you like to include in your trainings?

Application Activities



Pros

Offers the learner an opportunity to practice the knowledge acquired.

Provides transfer of learning of content.

Can offer practical application of content.

It is a great way to gauge retention of content.

Enables the trainer to provide the learner with feedback.

Cons

It will require grading by the trainer.

Immediate training credit is not offered to the learner.

Trainers may need to offer multiple methods for submitting activity.

Technical issues could impact the ability to complete.

If learners aren't aware, they could become irritated they have to complete.



What do you think about application activities? Do you think you might use them in your online courses?

WordPress

[What is WordPress?](#)

[How does WordPress work?](#)

[Explore WordPress](#)

Canvas

[Why Canvas?](#)

[Try Canvas for Free Information](#)

[Get to Know Canvas Free for Teachers](#)

[What is Canvas?](#)

Other Options

[Google Classroom](#)

[Google Sites](#)

[LearnDash Cloud](#)



What are the most important features, for you, in an LMS? What LMS are you leaning towards using, WordPress, Canvas, or something else?

Course Feature	WordPress/ LearnDash	Canvas	Google Classroom	Google Sites
Publish Text, Video, and Audio Content	X	X	X	X
Retain Content Ownership	X	X	X	X
User Accounts	X	X	X	
Built-in Assignment Submission Tracking	X	X	X	
Self Registration for courses	X			
Built in Quizzing	X	X	X	
Generate Course Certificates	X			
Built in Payment Options	X			
Sell Additional products or services alongside courses	X			X

Payments

\$ If you are selling online courses, then you will need a way to accept online payments.

Before you start accepting payments, you need to make sure the page you are accepting payments from is SECURE.

Your url should read **https://** at the start. This has become standard for most webpages.

The two biggest providers of online payment integrations are:

Paypal - allows users to pay with a bank account, Venmo, or credit or debit cards.

Stripe - Stripe allows users to pay with bank accounts, online wallets (Google Pay, Apple Pay, etc), and credit or debit cards.

Branding and Logos and Colors, OH MY!

Style Guide - A style guide is a way of saying what logos, colors, fonts, and font sizes you will be using.

- [Colors.co](https://www.colors.co/)
- [Canva Palette Generator](https://www.canva.com/color-generator/)
- [Adobe Color](https://color.adobe.com/)

Creating

Converting to Online Trainings

1. Psychological Safety
2. Training Organization
3. Clear Learning Objectives
4. Don't just use PowerPoint
5. Convert Strategically
6. Consider the Platform
7. Ask for Help

Training Plan

[FET Training Plan](#)

[Word Document
Training Plan](#)

[Storyboard Training
Plan](#)



Do you use training plans? Why or why not?

Tools for Creating Video

Hardware

Most cell phones, laptops, and tablets have built in cameras. You can also purchase USB Cameras to use with laptop and desktop computers.

Software

- Zoom Recording - You can jump on a Zoom call with just yourself and record.
- YouTube Recording - You can jump on a YouTube Live session with just yourself and hit record. If you have never used YouTube Live before, you may have to request the capability, and wait 24 hours for the feature to be turned on for you.
- [Loom](#) - You can record your screen and yourself, and EDIT ONLINE without downloading software.
- [PowerPoint](#) - PowerPoint has recording capabilities built in
- [Prezi](#) - If you want to get fancy with half screen/lower third video, this is another tool worth considering.

Best Practices

- Use Short Videos
- Create Separate Video for Your Online Training
- [Add Video Captioning](#)
- [Stay in the Title Safe Area](#)
- Font Size in Course Video Slides

Not Just for Lectures

- Welcome Video
- Activity Instructions
- Learner Feedback
- Group Discussion

Where to Find Images

- [Adobe Stock](#)
- [Bing AI Generator](#)
- [Canva](#)
- Free Photo Websites
 - [Disability Images](#)
 - [Unsplash](#)
 - [Nappy](#)
 - [Pexels](#)
 - [Pixabay](#)
 - [Shotstash](#)
 - [Noun Project](#)
 - [Freepik](#)
- Microsoft Office
- Take Your Own

Tools to Edit Images

- [Adobe Illustrator](#)
- [Adobe Photoshop](#)
- [Canva](#)

- Paint and [Paint 3D](#)
- [GIMP](#)
- [Google Snapseed](#)

File Types

There are numerous file types for images. Each has its own benefit and reason for using.

- Graphics Interchange Format .gif
- Joint Photographic Experts Group .jpg or .jpeg
- Portable Network Graphics .png
- WebP .webp

Audio

Record Yourself or Others

Use AI Voices



What is one new audio, video, or image feature you want to use in your trainings?

Self-Assess Your Content

To make sure you are offering high quality content, you should self-assess yourself. The [Trainer Observation form for Online Courses and Independent Studies](#) is a great tool for you to use to improve the quality of your courses.

Launching

Pilot

Having people pilot, or take your training before it goes live, is a great way to get a review of your training.

- Checklist
 - Does the content flow well?
 - Are there any spelling or grammatical errors?
 - Is anything confusing or does not make sense?
 - Are your learning objectives met?
- Timing
- Timeline
- Clock Hour Credit
- Follow Up
- Feedback
- Focus
- Training Plan
- Suggestions
- Keeping Up to Date

Maintaining

Keep Content Up to Date

The content of your course should be reviewed at least yearly to make sure it is accurate and up to date. For example, regulations might change, new standards might be released, or new research may result in a change in recommended practice.

In addition, if you are linking to outside videos or websites, links may change or be removed. A broken link checker will find the broken links for you. Also, make sure that your contact information remains up to date.

Set a recurring reminder on whatever calendar or to do list software you use so that you don't forget to review your content regularly.

Keep Technology Up to Date

For any course website with a custom domain name, make sure you pay for and renew your domain name rental on time.

If you are maintaining your own course website, such as with a WordPress website, you need to make sure the technology you are using stays up to date. **Log into your website weekly** to see if any plugins or themes need updates.

Also for any website, make sure to use a tool that will create regular automatic backups.