

Career Education Colleges and Universities (CECU)

**Enhancing Online Courses through Proven  
Instructional Design Methods and Best Practices**

**The Future of Online Course Design**

SENIOR INSTRUCTIONAL DESIGNER | MATT LARCIN

**May 1, 2024**

# Senior Instructional Designer

## Education

- BFA in Graphic Design and Multimedia Development
- M.A. in Educational Technology and Instructional Design
- Currently pursuing my Doctor of Education (EdD) Degree

## Professional Experience

- Adjunct Multimedia Instructor at College of the Canyons
- Adjunct Online in Multimedia Instructor at Fremont College
- Educational Technologist at USC Keck School of Medicine - MPH Online
- Senior Instructional Designer at UCLA since 2017



## **Ice-Breaker Question:**

**What's the most engaging online course you've ever taken, and what made it stand out?**

# The Importance of Instructional Design

- Creating effective and engaging learning experiences for students.
- Courses are well-structured and aligned with learning outcomes.
- It involves:
  - A**nalyzing
  - D**esigning
  - D**eveloping
  - I**mplementing
  - E**valuating
- **ADDIE** model is the most proven and applied ID model in modern online education since 1970's.



# Applying Proven Instructional Design Theories



Bloom's  
Taxonomy



Constructivism



Connectivism



Chunking  
Content



UDL



# Carnegie Unit and Student Hours



Academic Credit Hours  
based on seat time



Student Engagement  
and Achievement



Learning Interactions,  
Assessments and  
Participation



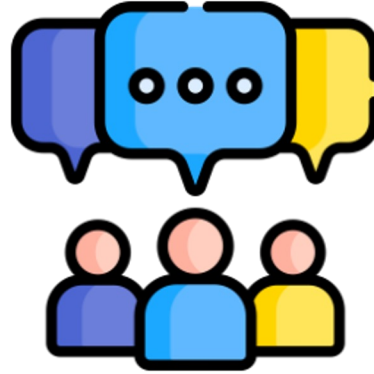
# Best Practices for Online Courses



Learning  
Objectives



Engaging  
Content



Active  
Learning



Effective  
Assessments

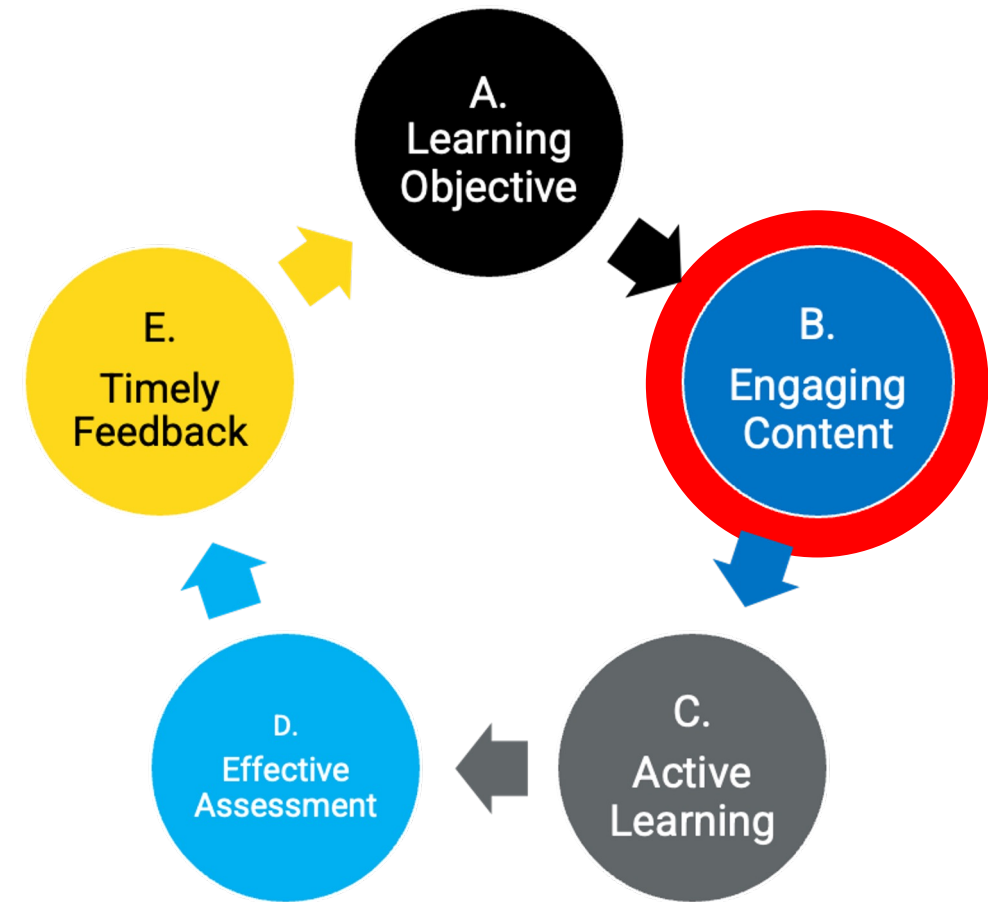


Timely  
Feedback



# Example Implementation: Business Course

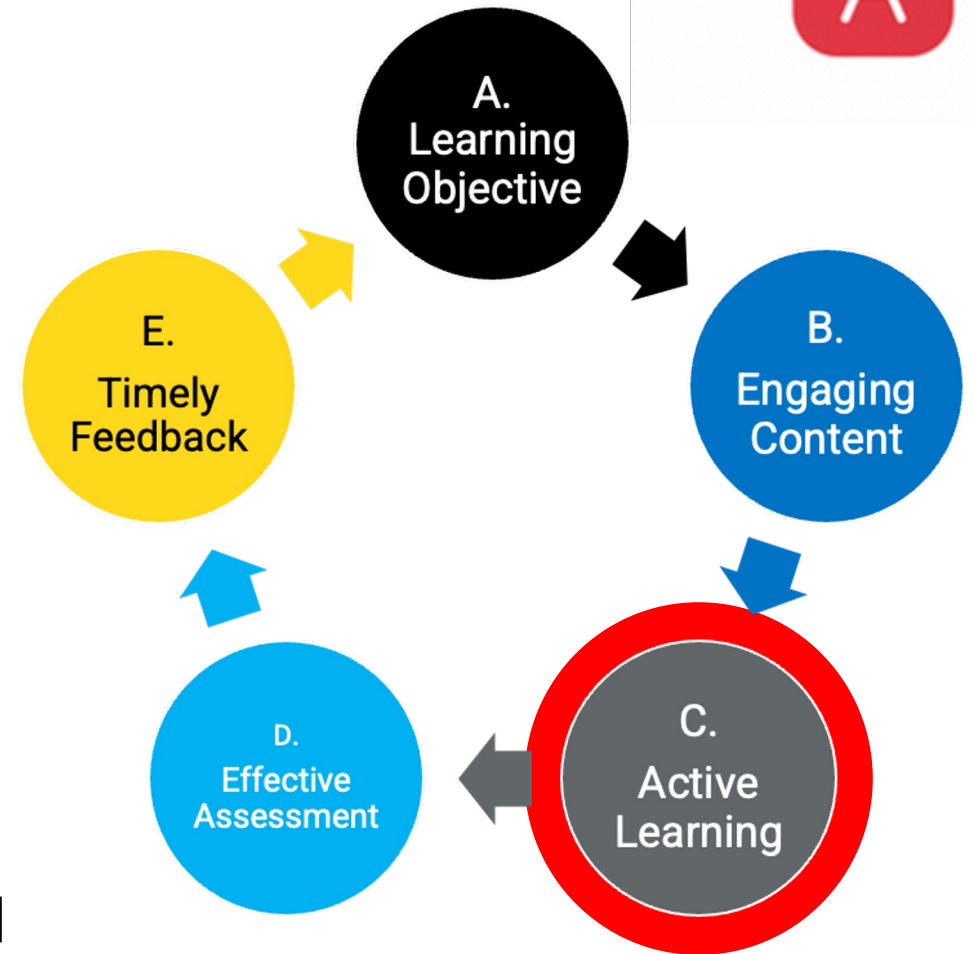
1. Understand the business practices and the world applications.
- 2. Video lectures, interactive simulations, and real-life case studies.**
3. Weekly virtual problem-solving sessions in small groups for engagement.
4. Quizzes, peer-reviewed projects, and a cumulative online exam.
5. Automated feedback for quizzes; faculty will give feedback for student projects.





# Example Implementation: Language Course

1. Develop conversational proficiency in a new language.
2. Virtual language labs, video dialogues, and cultural immersion videos.
- 3. Weekly virtual conversational partnered sessions for comprehension practice.**
4. Speaking assessments with automated speech recognition, writing assignments, and comprehension quizzes.
5. Immediate pronunciation feedback, rubric-based grading for assignments.



# Course Quality and Assurance Checks



Accessibility  
Compliance



Consistency and Flow  
of the Course Content



Continuous  
Improvement



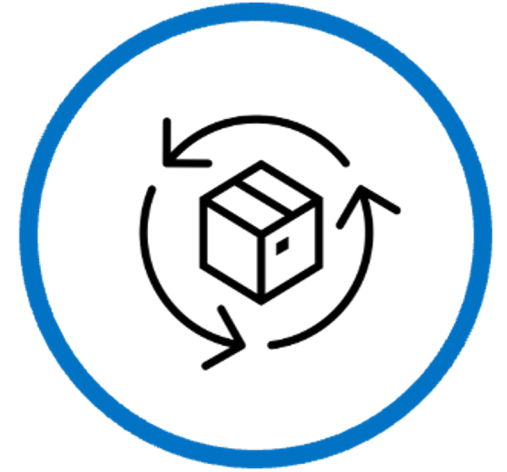
# Measuring Student Success



Canvas Analytics and  
Measurement Tools



Analyzing Assessment  
and Survey Results



Continuous  
Improvement



# Importance of Continuous Self Development

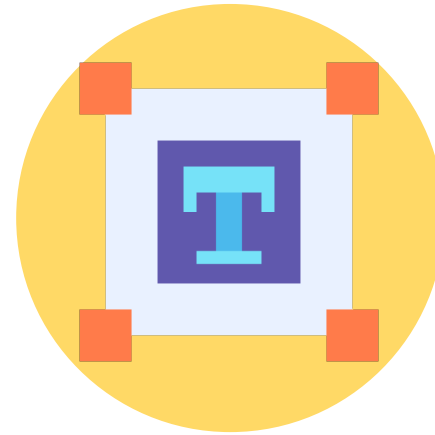
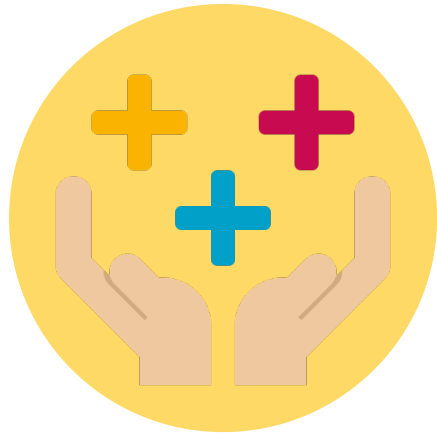
- Getting continuous training on online teaching and learning techniques by attending regular webinars, various topics, and best practices
- Learn the upcoming technology trends in online education
- Attending webinars and seminars for knowledge retention
- Be a member of the online education community of practice for sharing experiences and best practices



## **Breakout Question:**

**In one word, how would you describe the ideal online learning experience for your students?**

# Top 10 Online Course Design Principles



# Example Online Course Design Structure/Template

## START HERE

- Homepage
- Instructor Welcome
- Joining Live Zoom Meetings
- Course Expectations & Requirements
- Communication Methods
- General Q&A and Discussion

## MODULES

- Week Number and Descriptive Module Title
- Weekly Overview Page (Template)
- Lesson Pages (Template)
- Additional Resources
- Activities (Assessments, Discussions, Quizzes)

## RESOURCES

- Additional Course Resources
- Supplemental Course Documents
- Case Studies

# Example Online Course Design Structure/Template

|                                          |         |
|------------------------------------------|---------|
| ☰ ▼ Start Here                           | ⊗ ▼ + ☰ |
| ☰ 📄 Instructor Welcome                   | ⊗ ☰     |
| ☰ 📄 Course Expectations and Requirements | ⊗ ☰     |
| ☰ 📄 Communication Methods                | ⊗ ☰     |
| ☰ 📄 Joining the Live Zoom Meetings       | ⊗ ☰     |
| ☰ 🗨️ General Q&A Discussion Forum        | ⊗ ☰     |

|                                               |         |
|-----------------------------------------------|---------|
| ☰ ▼ Week One – Add Module Title Here          | ⊗ ▼ + ☰ |
| ☰ 📄 Week One Overview                         | ⊗ ☰     |
| ☰ Lessons                                     | ⊗ ☰     |
| ☰ 📄 Week One Lecture: Add Lesson 1 Title Here | ⊗ ☰     |
| ☰ Additional Resources                        | ⊗ ☰     |
| ☰ Activities                                  | ⊗ ☰     |
| ☰ 🗨️ Week One Discussion: Introduce Yourself  | ⊗ ☰     |



# Most Resonant Themes in Online Course Design

**VISUALS**



**tone**



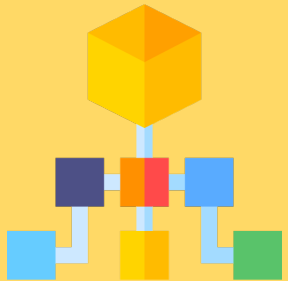
**TOOLS**



**INCLUSIVE**



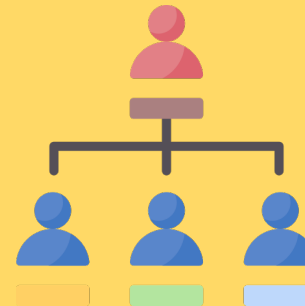
**STRUCTURE**



**UX/UI**



**USER ROLES**



**MODEL**



# Generative AI “TOOLS” to use in Course Design

## Chat GPT 3.5

- Generation of Course Content Ideas
- Assessment Creation
- Course Improvement
  
- Introduction or Overview
- Content Expansion
- Interactive Elements
- Scenario-Based Learning

## CoPilot/Designer

- Research and Resource Gathering
  
- Image Content Curation
  
- Supported by Chat-GPT 4.0 and Dall-E image generator

## CANVA.com

- Engaging Visual Presentations
- Customized Course Materials
- Branding and Visuals
- Storyboarding and Visual Storytelling
- Interactive PDFs and E-books
- Fully Online Platform

## **Generative AI CASE STUDY**

**Have you ever imagined how you can use Generative AI apps to enhance your online teaching?**

# Generative AI “TOOLS” to use on Course Design

## Chat GPT 3.5

ChatGPT 3.5 ▾

 You

Create a informational and educational conversation about instructional methods and best practices in online courses using Starwars characters chatting with each other

 ChatGPT

Title: Galactic Discussion on Instructional Methods in Online Courses

Characters:

1. Master Yoda - Wise and experienced Jedi Master
2. Princess Leia - Diplomatic and knowledgeable leader
3. Han Solo - Resourceful and pragmatic pilot

**Scene: Virtual Jedi Council Meeting Room**

**Master Yoda:** Greetings, esteemed colleagues. Today, discuss we will, instructional methods and best practices in online courses.

**Princess Leia:** Indeed, Master Yoda. With the rise of digital education, it's crucial to ensure effective learning experiences.

**Han Solo:** Yeah, yeah. Let's cut to the chase. What's the best way to make sure these online courses actually work?

**Master Yoda:** Patience, Han Solo. Understand the fundamentals, we must. Engage and motivate students, we will.

**Princess Leia:** True, Master Yoda. Interaction is key. Discussion forums, group projects, and virtual collaboration can foster engagement.

**Han Solo:** So, like, group projects in the digital world? How does that even work?

# Generative AI “TOOLS” to use on Course Design

CoPilot



# Generative AI “TOOLS” to use on Course Design

CANVA.com



**GALACTIC DISCUSSION  
ON INSTRUCTIONAL  
METHODS IN ONLINE  
COURSES**

---

*with characters from Star Wars*

# Generative AI “TOOLS” to use on Course Design

CANVA.com



Characters:

**Master Yoda** - Wise and experienced Jedi Master

**Princess Leia** - Diplomatic and knowledgeable leader

**Han Solo** - Resourceful and pragmatic pilot

# Generative AI “TOOLS” to use on Course Design

CANVA.com

## VIRTUAL JEDI COUNCIL MEETING ROOM

### Master Yoda:

Greetings, esteemed colleagues. Today, discuss we will, instructional methods and best practices in online courses.

### Princess Leia:

Indeed, Master Yoda. With the rise of digital education, it's crucial to ensure effective learning experiences.

### Han Solo:

Yeah, yeah. Let's cut to the chase. What's the best way to make sure these online courses actually work?





# Generative AI “TOOLS” to use on Course Design

CANVA.com

## Master Yoda:

Patience, Han Solo. Understand the fundamentals, we must. Engage and motivate students, we will.

## Princess Leia:

True, Master Yoda. Interaction is key. Discussion forums, group projects, and virtual collaboration can foster engagement.

## Han Solo:

So, like, group projects in the digital world? How does that even work?

## Princess Leia:

Precisely, Han. Platforms like holographic breakout rooms allow students to collaborate remotely. They can share ideas, work on projects, and learn from each other.

## Master Yoda:

Also, personalized learning paths we must consider. Tailor the content to each student's needs, we should.



# Building Your Presentation & Presenting Guidelines

## Keep Text Minimal

- One sentence
- Min. 7 words
- Points makes sense

## Keep Bullet Point Short

- Bullets points
- Follows the same rules as your other slides
- One concept on each slide

## Use Visual Contrast

- Good visuals
- Summarize
- One big image is more powerful than 3 small ones

## Slide Deck Template

- Template is available
- Working on a new more simplistic version
- Helps to follow same guidelines

## **Breakout Question:**

**Could you share an instructional design method or practice you've used in your online course/s that had a significant impact on student engagement.**

# Six Major Online Course Quality Areas

**01**  
**COURSE**  
**SYLLABUS**

Learner-  
Centered  
Syllabus

**02**  
**ORGANIZATION &**  
**STRUCTURE**

Consistent  
Navigation &  
Standardized  
Modular  
Structure

**03**  
**COURSE**  
**CONTENT**

Presentation  
& Experience  
of Course  
Content

# Six Major Online Course Quality Areas

04

## ACCESSIBILITY

The usability  
and readability  
of course  
content

05

## INTERACTION

Checking  
opportunities  
for  
interactions

06

## ASSESSMENT/ EVALUATION

Opportunities  
to measure  
students'  
progress

# Takeaways from this Webinar:

**Instructional  
Design  
Methods**

**Proven  
Learning  
Theories**

**Engaging,  
Effective &  
Aligned**

**Meaningful  
Learning  
Interactions**

**Measurable  
Achievements**

**Exceptional  
Learning  
Experiences**



# Career Education Colleges and Universities (CECU)

**Thank You -  
Questions?**



**MATT LARCIN, M.A.**

Senior Instructional Designer

**Academic Technology &  
Learning Innovation**

[mattlarcin@ucla.edu](mailto:mattlarcin@ucla.edu)

LinkedIn: <http://linkedin.com/in/mattlarcin>

# Resources

- [Open AI - Chat GPT 3.5](#) - This is an advanced language model for natural conversations.
- [CoPilot](#) – AI Image Generator creates visually stunning images using advanced algorithms.
- [Canva](#) - This is a user-friendly graphic design platform offering templates and tools.
- [Eleven Labs](#) - Convert text to speech online for free with this AI voice generator.



# References

- Purdue University Online. [\*What is Instructional Design?\*](#)
- University of San Diego Online. [\*18 Influential Instructional Design Models & Theories\*](#)
- Carnegie Foundation. [\*What is the Carnegie Unit?\*](#)
- Arizona State University. [\*Best Practices for Teaching Online\*](#)
- Global Online Academy. [\*Six Key Design Elements of Successful Online Learning\*](#)
- Montclair State University. [\*Course Design Models & Templates\*](#)
- GCF Global. [\*Simple rules for better PowerPoint presentations\*](#)
- AI Multiple. [\*Top 6 Use Cases of Generative AI in Education in 2024\*](#)

# Copyright Information

This presentation deck is the intellectual property of **Matt Larcin**. The slides and their content are protected by copyright and may not be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of the copyright owner, **Matt Larcin**.

For permission requests, please write to the copyright owner at [mattlarcin@ucla.edu](mailto:mattlarcin@ucla.edu).

Thank you.