



THE ART OF LEARNING DESIGN

**Creating impactful learning experiences
for the cloud**

obami



ABOUT OBAMI

Obami believes in the power of learning - we love helping organisations create rich and engaging learning experiences for their staff, students or customers.

We're an innovative learning solutions company. We develop pioneering ed-tech solutions, supported by a full-stack content development and learning experience design agency.

CURRICULUM DESIGN



Curriculum design is the process of arranging topics/subjects - and the concepts/lessons that make them up - into something understandable, memorable, and ideally enjoyable. This is not rocket science – just a thoughtful articulation of what needs to be known by the learner, for a particular subject, in order for them to be deemed competent.

Curriculum elements can be mapped and arranged into easy-to-understand topics, woven into a scaffolded story. A good curriculum takes the learner from zero to hero – with each knowledge byte or skill transferred, being a building block on the path to competency and beyond. Knowing how to lay the blocks on that path is key in developing a successful curricular.

Obami's curriculum designers can research and recommend the best curriculum definition and structure for your audience – ensuring that the relevant knowledge, skills or expertise are successfully transferred to your learners.



**WE BUILD HIGH QUALITY
LEARNING EXPERIENCES**

CONTENT PRODUCTION

A major success factor in any learning intervention is to ensure that what needs to be learnt is transferred to the audience in the most effective way.

The type and form of content used in conveying concepts within each lesson can play a massive role in this. When used properly, content can create an incredibly engaging and memorable experience for the learner.

In contrast to physical learning materials – like textbooks - endless paragraphs of heavy jargon simply don't translate into effective digital learning experiences.
Rather, each concept should be

matched to an appropriate type of content; with choices ranging from beyond text and flat imagery to video, audio, downloads, hyperlinks, interactive games and charts... and more.

With the amount of freely available content, content curation is an affordable approach to building a content library. Unique and quality content on the other hand, requires professional creative services.

Obami's network of content producers are able to develop rich media content to meet the needs of your organisation's L&D requirements. Our team produces the highest quality videos, animations and illustrations, in addition to our copy writing, graphic design and content curation services.





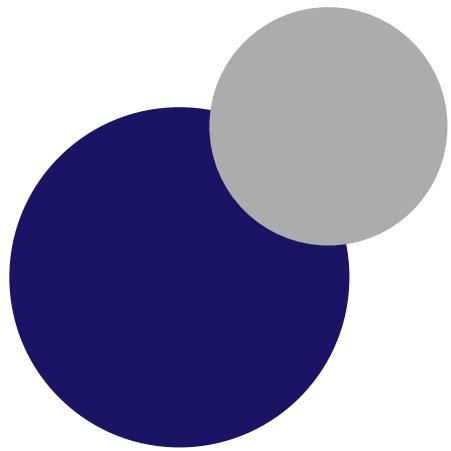
STYLE DESIGN

"It's good to be bored", they say... "It promotes creativity", they say. Less so can be said about learning online - where first impressions and cognitive bias rule. The style of your learning intervention needs to be responsible – it needs to be accessible, uniform and built with a sense of familiarity or trust; especially when dealing with brand identity. That's priceless.

Taking existing elements of your brand or personality and the professional field of study that you find yourself in, a learning experience can be truly enhanced by a strong and consistent brand identity that resonates with your audience. The visual appeal – as defined through things like the choice of colours, fonts, buttons and icons used - sets the stage for the ultimate learning environment.

Having had years of experience in branding, platform design and online learning delivery –the Obami team understands how to delight learners with an appropriate visual solution. Beautifully designed course elements are used consistently across all learning touch points to create a thoroughly enjoyable - and useful – learning experience.

INSTRUCTIONAL DESIGN



Content – no matter how beautiful, informative and engaging on its own - must be organised into a coherent learning experience in order to yield results. Slight nuances in how content is arranged for delivery can make a big difference in the probability of learners feeling motivated, staying on track and ultimately attaining the associated learning goals.

The instructional designer's role is to ensure that the right content is placed in the right position across the learners' (numerous type of) screens, in order to maximise retention of knowledge and - hopefully - the ability to apply such know-how in the real world. This depends on the defined learning goals and whether each learning byte gives context, initiates comprehension, allows for exploration or solidifies an internalisation of a particular topic or concept.

Through careful consideration of content types, flow and placement within a digital screen, the instructional designer is able to take the audience through an effective learning journey.

Based on sound pedagogical theories and an understanding of the psychology of learning models, particularly with regards to digital and blended learning - Obami's instructional designers have accumulated a deep understanding of learning behaviour. This is further emphasized with our experience in analysed data from more than one million learning experiences delivered across web and mobile. We know how to piece the optimal learning experience together for your learning audience, across any device.

CONTENT DIGITISATION

Digitising content and uploading it to the web is a common part of modern culture but doing this with content mapped to a curriculum (and guided by the principals of instructional and aesthetic design), can unlock a truly transformational learning experience.

By taking existing material and moving it online, learning interventions become more flexible, transferable, and scalable. Design blueprints are followed to ensure that each content item uploaded and arranged on the screen fits perfectly into the subject narrative – from both a comprehensive and aesthetical point of view. Digitisers need a basic set of digital literacy skills that add towards the end user's experience, entailing more than just a "copy and paste".

In accordance with highly refined instructional design and style guide templates, Obami's pool of content digitisers are able to swiftly and affordably move content online, arranging it in a way that affords effortless updates and enhancements (if and when needed) by designated content managers; no matter where they are in the world.





SUPPORT SERVICES

Learning experiences – no matter their shape and form – are an extension of an organisation's brand identity. Having a sub-standard experience can deeply affect the brand's perception and while learning experiences can be set up to run themselves, many require active involvement to ensure that they look the part and unfold successfully.

Great online learning experiences involve quality assurers and project managers – each of whom are pivotal in bringing a quality learning solution to market, on time. It also extends to community and content managers, who are responsible for onboarding and nurturing the audience, or maintaining the learning materials. And account managers who are constantly seeking feedback from all sides.

The Obami team offers learning experience design support services, the extent of which can be documented in a custom service level agreement, tailored for your organisation's exact needs and budget. Obami's SLA's are designed to give peace of mind when building and delivering an effective online learning solution.



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WEB: www.obami.com

EMAIL: info@obami.com

WHATSAPP: +27 (0)83 863 7601