



The ideal course for SMEs creating learning presentations **Writing for Learners**

We've all experienced training where the content, layout, and structure of the course itself made it difficult to learn from.

The **Writing for Learners** program is designed to help Subject Matter Experts write and prepare content for universal learning. It builds skills in plain language writing, writing for the Web, and writing course content using best practices.

By the end of this course, you'll be able to apply:

- plain language writing techniques;
- writing for the Web techniques; and
- course writing techniques.

Activities and a quiz check your understanding, while the PowerPoint template guides you in practicing course writing and layout using a pre-formatted, structured approach.

You'll gain the knowledge, skills and confidence needed to prepare great learning presentations.



Approx.
1-2 hours



3 interactive
lessons



Online
activities



Course
template



Modules & Learning Objectives

- Apply Plain Language Writing Techniques
 - 4 Reasons We Write Using Plain Language
 - Plain Language Writing Techniques
- Apply Writing for the Web Techniques
 - Format Content for Improved Readability
 - Identify Attributes of Good Web Writing
- Apply Course Writing Techniques
 - How People Learn
 - Structured Course Layout



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