



VII EDYCJA E-LEARNING FUSION  
DIGITAL LEARNING & training market  
CONFERENCE & EXHIBITION 2023

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WARSAWA

# THE 15 MOST FREQUENT MISTAKES IN COURSE DESIGN

**Aisura Malchinova**

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Organizator:



# THE 15 MOST FREQUENT MISTAKES IN COURSE DESIGN





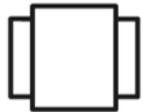
# Aisura Malchinova

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[www.ispringsolutions.com](http://www.ispringsolutions.com)



# Your fast track to eLearning excellence



Course library



Video Course  
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Designers

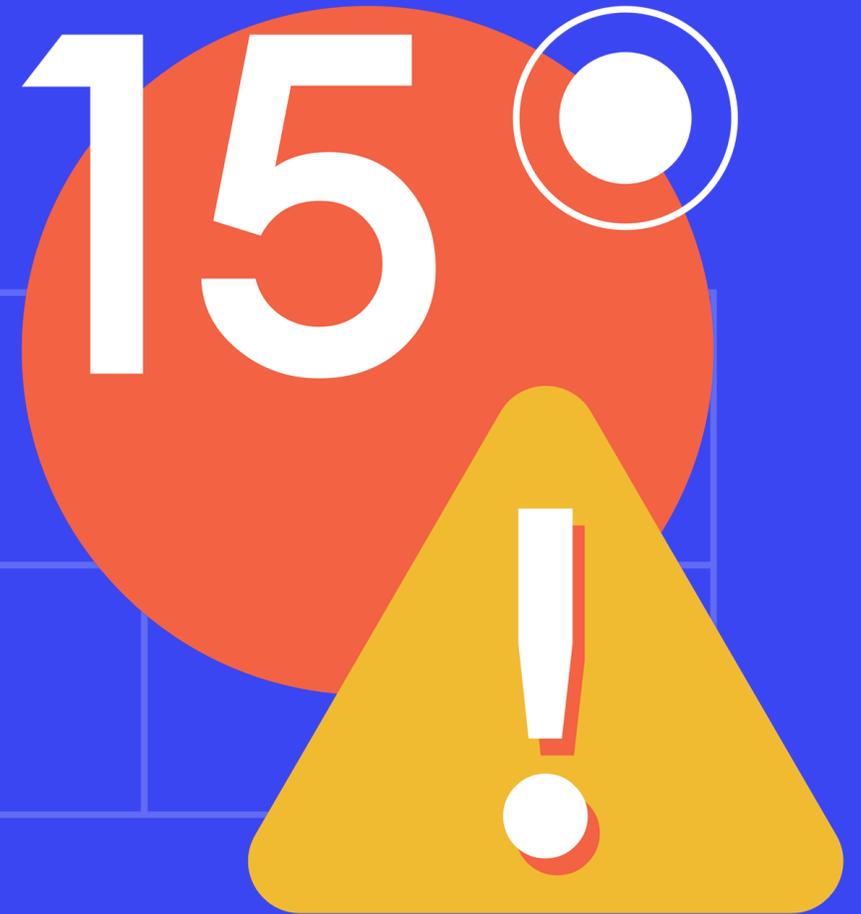


Custom course  
development



iSpring certification &  
Talent Hub

# THE 15 MOST FREQUENT MISTAKES IN COURSE DESIGN





15

## Distracting effects



Chapter 1

**What is closing the deal?**



15

# Distracting effects



Chapter 1

**What is closing the deal?**



14

## Wild speech bubbles



**Welcome on board,  
colleague!**

Today I'll help you  
master the topic  
"Emergency Response  
Training".

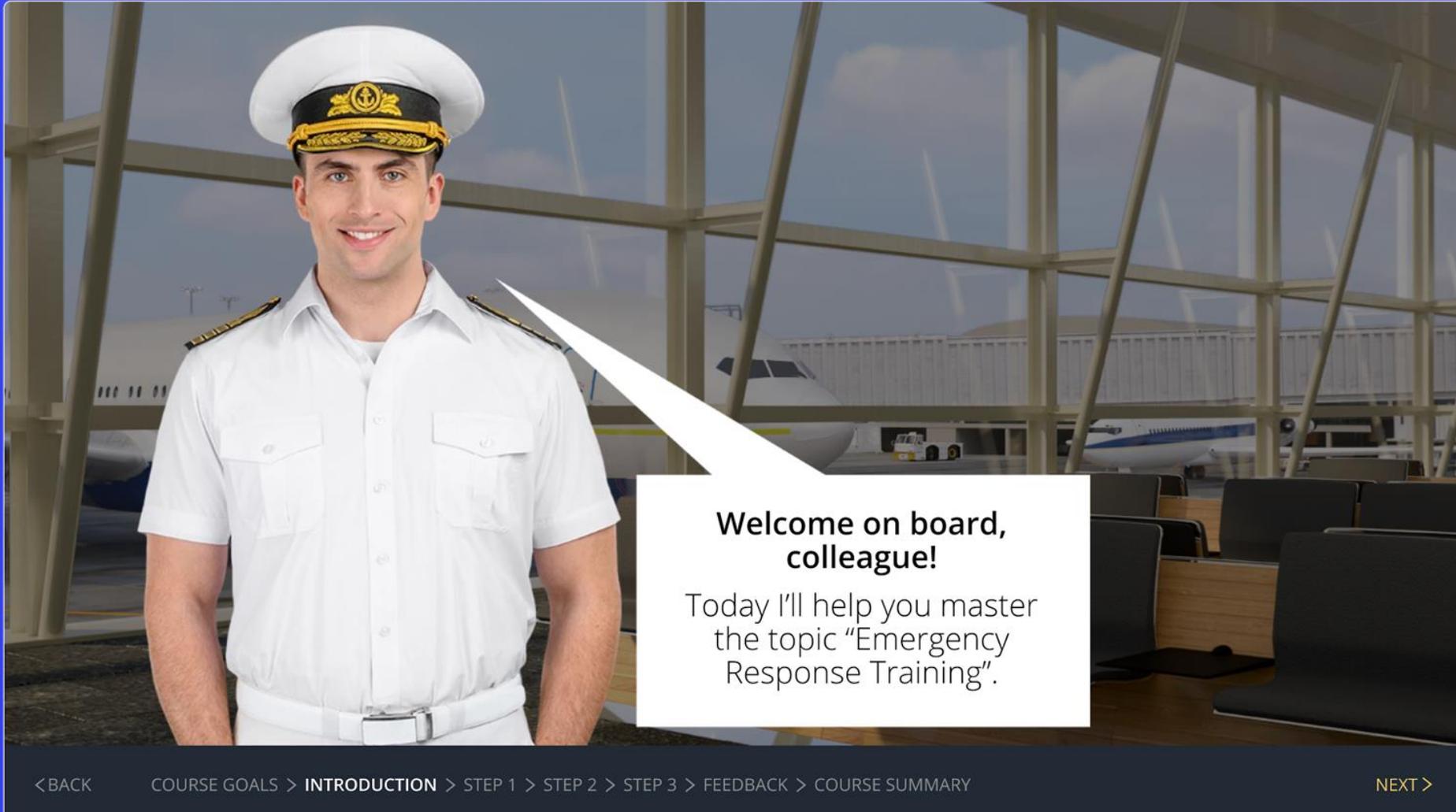
< BACK    COURSE GOALS > **INTRODUCTION** > STEP 1 > STEP 2 > STEP 3 > FEEDBACK > COURSE SUMMARY    NEXT >



1

# Wild speech bubbles

4



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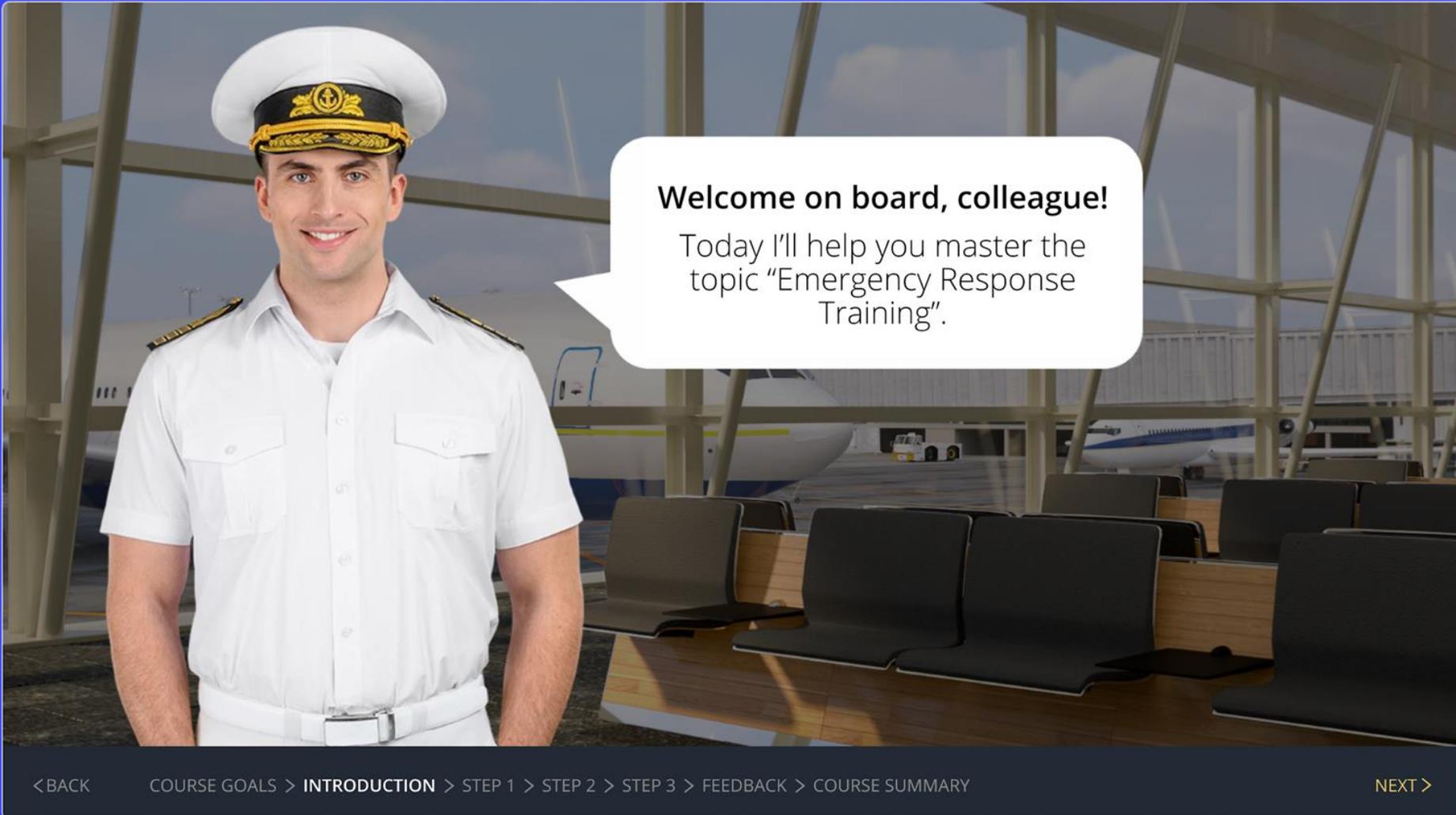
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1

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13

# Overuse of Art Objects in PowerPoint

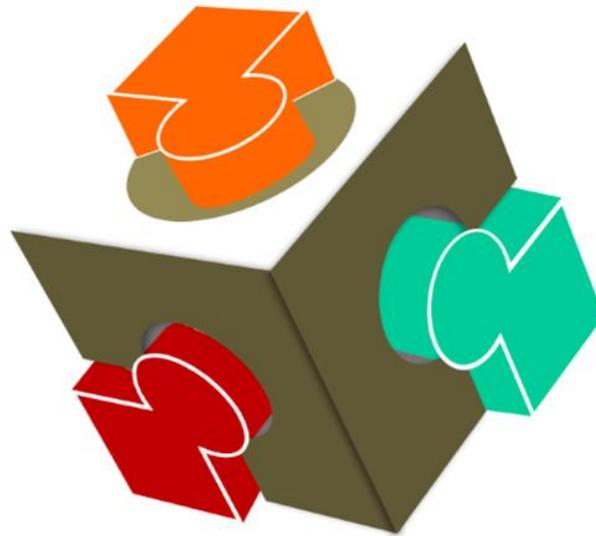
## Three aspects of the culture of speech

### Normative

learning and codifying  
language norms

### Communicative

study and functional  
differentiation of  
expressive language tools



### Ethical

describing speech  
etiquette, effective  
communication tools



12

# Violation of the proximity principle

## COURSE GOALS

1

Learn how to set the correct goals for a call

2

Know how to formulate a goal for a month or a day

3

Know the standards and rules for working **with clients**

4

Be able to build a workday model to increase work efficiency





i

During February, the Alps are at their best. You no longer need to worry about poor snow cover. From February to March the skiing conditions are often excellent, but it can get crowded. Good weather conditions is a factor that contributes to the overall success of your ski holiday.

## Reasons to visit the Alps during spring:

1. Walking, hiking and trekking
2. Whitewater rafting and kayaking
3. Road cycling and mountain biking
4. Learn mountaineering and camping
5. Via Ferrata



11

# The Great and Terrible Gradient

i

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11

# The Great and Terrible Gradient

Marker Tools Resources

**BUSINESS SUSTAINABILITY**

**Become a purpose-driven leader**

**BUSINESS SUSTAINABILITY**

This course will bring you close to thought leaders and experts - leaders who will share insights and hands-on experience in designing, executing, and measuring real-world sustainability strategies in their own organizations.

**Terry James**  
Chief Learning Officer  
+1 (800) 333-10-20

This course will bring you close to thought leaders and experts - leaders who will share insights and hands-on experience in designing, executing... [show more](#)

Slides Notes

1. Business sustainability
2. What is sustainable business?
3. Sustainable business criteria
4. Companies that support sustainable development

1 of 5 **Next**



10

# Too many different shapes

## Elon Musk



A Canadian-American engineer, entrepreneur, inventor, investor.

Elon Musk is the founder of Paypal, SpaceX, Tesla, as well a member of the Board of Directors of SolarCity, a company founded by his cousins.





9

# Everything is important

## What is a *leader*?

**A leader** is someone who does more than just lead people. They have to be driven by the right motivation and **make a positive impact** on the people around them.

**A leader** is someone who can **see how things can be improved** and who **rallies people to move toward** that better vision.

**Leaders** can work toward making their vision a reality while putting people first. Just being able to motivate people isn't enough — leaders **need to be empathetic** and **connect with people** to be successful.



**In conclusion**, a leader **inspire, manage, and support their teams** to work creatively and confidently toward the shared vision.





8

# Misused animations

## Fire hazard

There are three types of flammable substances that can be found in an office. Let's talk about each of them in detail.



Wood and paper



Plastics



Electric appliances



Introduction

**Fire hazard**

If there is a fire

What to use to out a fire

Safety rules

# Fire hazard

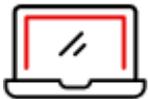
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Wood and paper



Plastics



Electric appliances



# Fire hazard

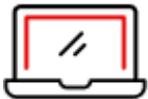
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# Fire hazard

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7

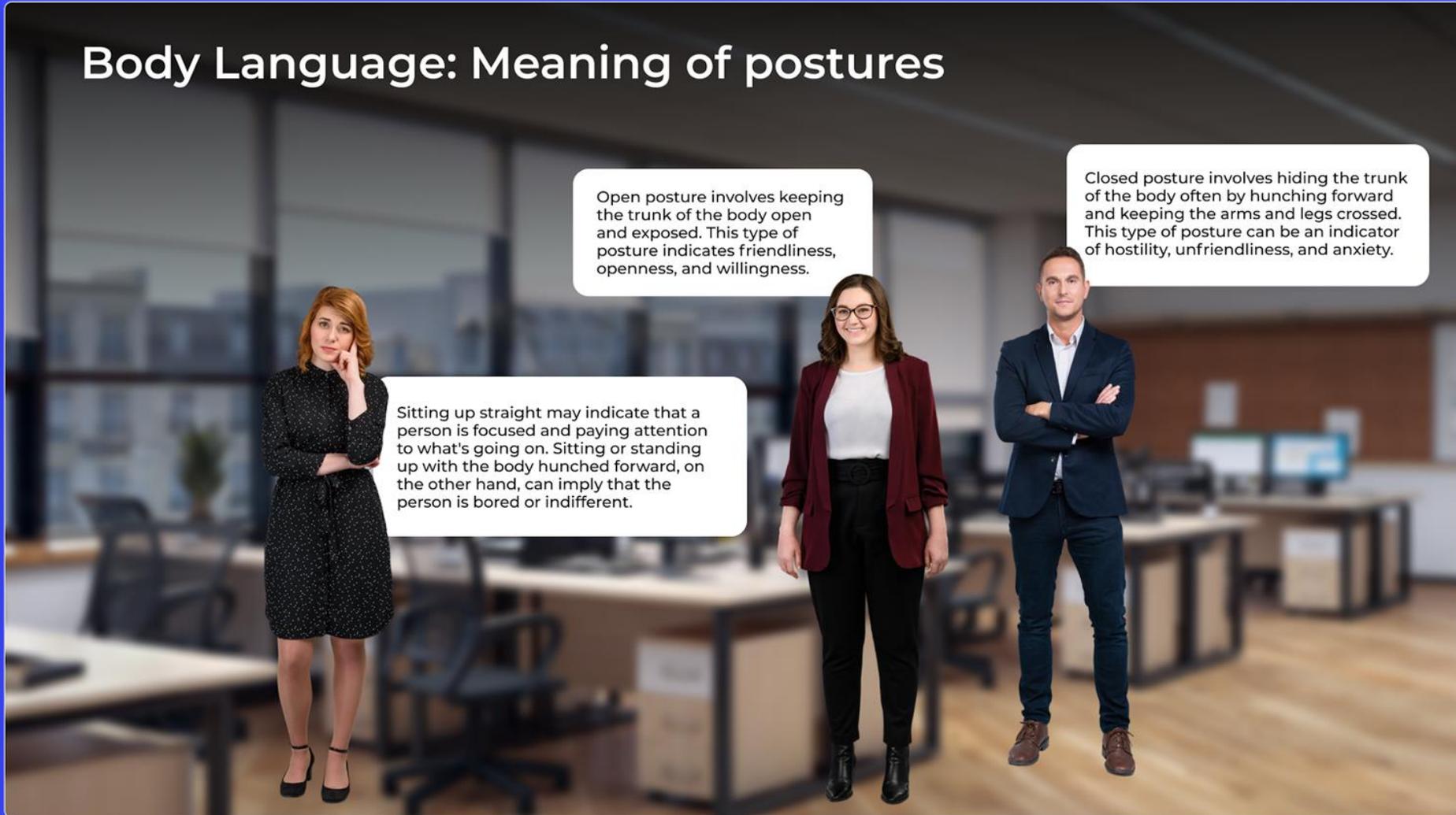
# Characters suspended in zero gravity

## Body Language: Meaning of postures

Open posture involves keeping the trunk of the body open and exposed. This type of posture indicates friendliness, openness, and willingness.

Closed posture involves hiding the trunk of the body often by hunching forward and keeping the arms and legs crossed. This type of posture can be an indicator of hostility, unfriendliness, and anxiety.

Sitting up straight may indicate that a person is focused and paying attention to what's going on. Sitting or standing up with the body hunched forward, on the other hand, can imply that the person is bored or indifferent.





7

# Characters suspended in zero gravity

## Body Language: Meaning of postures



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7

# Characters suspended in zero gravity

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6

# Text overload

## Nigeria

### Challenge:

- Corrupt demands posed a major risk to member companies that faced cases of extortion, harassment, and threats of violence.
- Regulations and procedures in ports were lacking in detail and consistency, giving authorities wide discretionary powers.

**Started: 2019**  
**Port calls: 460**  
**Incidents: 62**  
**Success rate: 98%**

2012

In cooperation with UNDP and the Nigerian Government MACN launched its first ever Collective Action project

2013

Root cause analysis report and action plan published after risk assessment conducted executed locally by TUGAR

2014

Nigerian Project Steering Committee selected and trained in anti-corruption

2016

CBI became MACN's local partner  
The Nigerian President approved Standard Operating Procedures (SOPs) and grievance mechanism

2017

1000 port officials were trained in ethics and integrity

2019

Funding received from DANIDA to address low awareness of SOPs and the grievance mechanism launched by Nigerian Authorities  
MACN launched the local Help Desk for vessel operators

2020

Funding received from The Siemens Integrity Initiative to tackle corruption in cargo clearance  
Launched an anti-corruption HelpDesk to support businesses involved in cargo clearance

2021

Operationalization of the Port Standing Task Team with the Nigerian Shippers Council, The ICPC, and the Nigerian Ports Authority  
Launch of National Integrity Alliances with over 120 port users  
Delivered capacity building workshops on Leadership, Ethics and Anti-Corrupt Practices for over 100 government officials



6

## Text overload

# Congratulations!

---

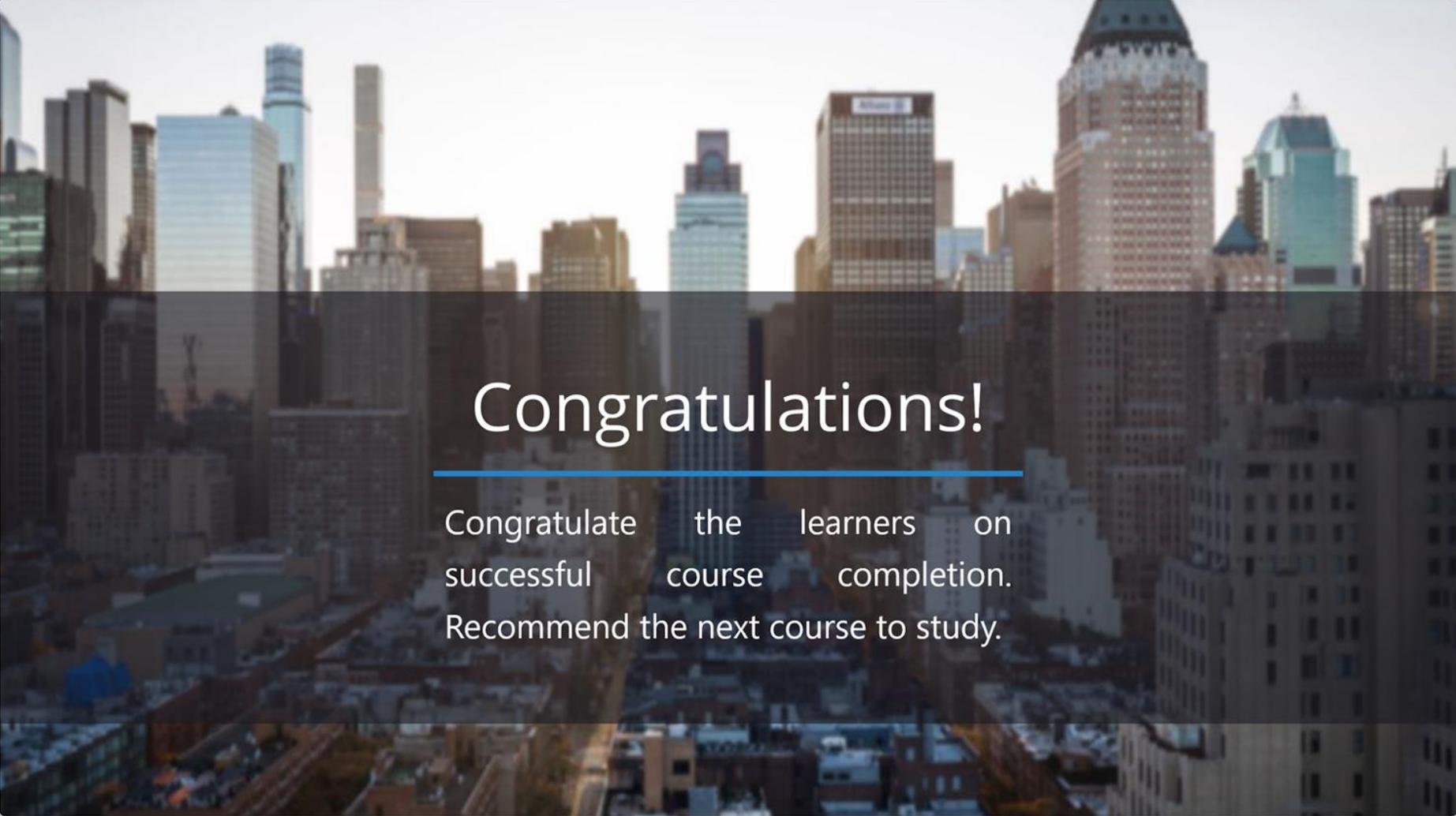
Congratulations on completing the course! Your dedication and hard work have paid off, and we're thrilled to see you reach this milestone. We hope that the knowledge you've gained will not only help you in your future endeavors but also inspire you to continue exploring the fascinating world of architecture.

We're confident that the skills you've acquired will serve you well as you embark on your career in architecture or continue your education in this field. Remember to put your newfound knowledge into practice and continue to learn and grow as a professional.



6\*

# Justified text layout

A background image of a city skyline, likely New York City, with various skyscrapers and buildings. The image is slightly blurred and has a dark overlay to make the text stand out.

## Congratulations!

---

Congratulate the learners on  
successful course completion.  
Recommend the next course to study.

## Introduction. What will you learn after completing the course?

---

- 01 You will know how to establish *contact* using posture and gaze.
- 02 You will understand how to establish contact using facial *expressions* and voice.
- 03 You will learn to establish contact using *distance* and gestures.





5

# Typos and spelling errors

## Introduction. What will you learn after completing the course?

---

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4

# Patchwork slide

## positive feedback

Algorithm:



What action will be successful?



What will change if you continue acting this way in the future?



Why do I think this action is successful?



Where else could you use this correct behavior?





3

# Excessive buttons and tabs

The screenshot shows a presentation player interface. At the top, there are three tabs: 'Marker Tools', 'Resources', and 'Presenter Info'. The main slide area displays a cityscape background with the title 'Closing a deal' and a subtitle: 'In this course you will find out about the ideal model for closing a deal, learn closing techniques that motivate the client to make decisions.' Below the slide, there are playback controls including a play button, a '1x' speed selector, a 'CC' (closed captions) button, and a menu button. The bottom center shows '4 of 6' and navigation buttons for 'Back' and 'Next'. On the right side, there is a sidebar with a 'Slides' tab and a search icon. The sidebar lists six slides:

1. Closing a deal.
2. Contents.
3. Course goals.
4. What is closing a deal?
5. What is closing a deal?
6. Statistics.



2

## Poor use of hierarchy

**Introduction is the first step when interacting with a mentee.**

**Stage goals for “establishing contact”:**

- Develop a correct understanding of their personality
- Establish trust
- Create the image of an authoritative expert

Establishing contact





1

# The use of substandard images

## MAIN WORK RULES

- If the duration of the call is less than 10 seconds, such a call is not considered an activity.
- You need to cultivate at least 10 new contacts a day, which means calling and talking to a client.
- Work with trial cases follows the following algorithm:
  - 1) make a call
  - 2) write an email
  - 3) make a repeat call
  - 4) close the case





1

# The use of substandard images

Sales manager – beginner's course

## Phone sales

This course will describe the main elements of phone sales.

🕒 Course completion time: 45 minutes.

Start





1

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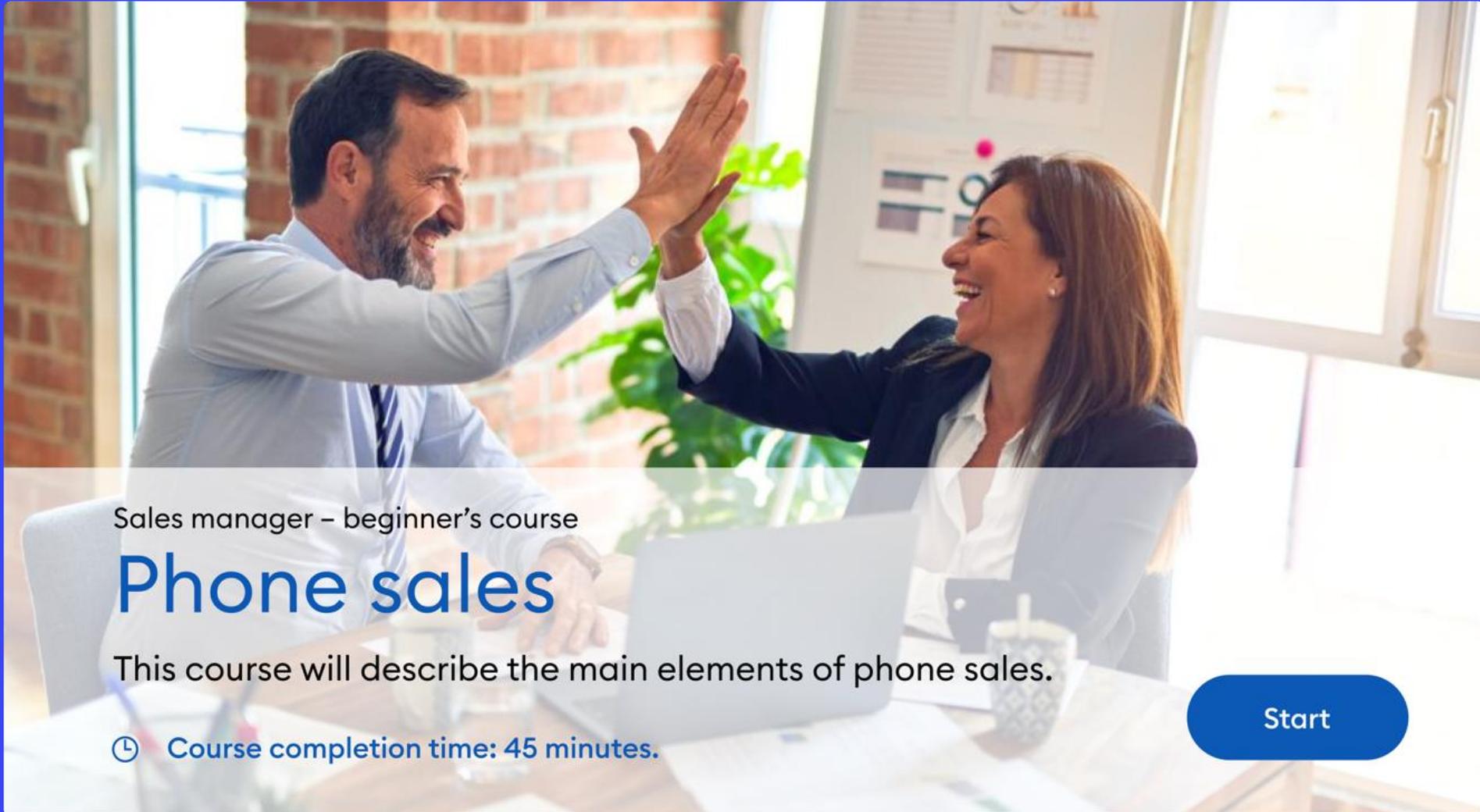
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[Start](#)



1

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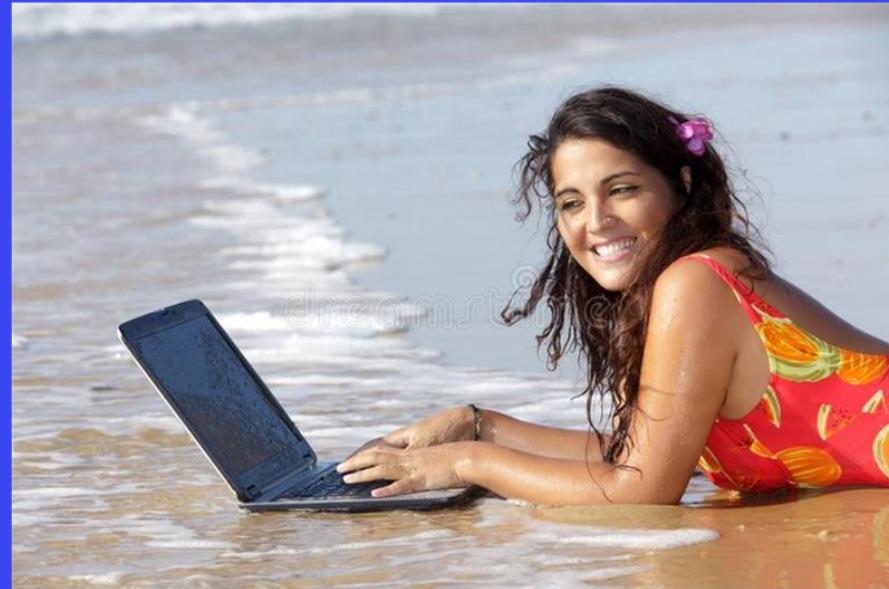
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[Start](#)



1

# The use of substandard images



# BAD PHOTO

BAD?



# BAD PHOTO

BAD



# GOOD PHOTO

BAD?



GOOD PHOTO

BAD?



# 15 MOST FREQUENT MISTAKES

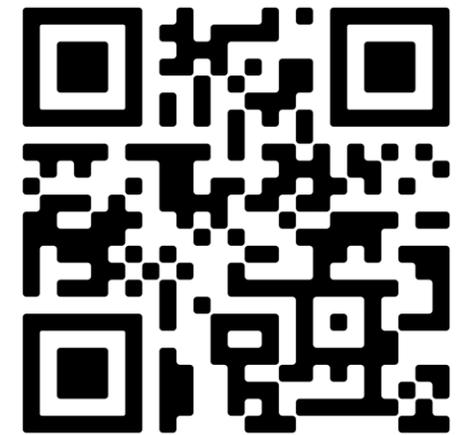
The use of substandard images	Text overload	The Great and Terrible Gradient
Poor use of hierarchy	Characters suspended in zero gravity	Violation of the proximity principle
Excessive buttons and tabs	Misused animation	Overuse Art Objects in PowerPoint
Patchwork slide	Everything is important	Wild speech bubbles
Typos and spelling errors	Too many different shapes	Distracting effects

A video course for aspiring instructional designers

# HOW TO CREATE AN INTERACTIVE ONLINE COURSE

**What you'll learn:**

- How to create measurable and observable learning objectives
- Fundamental principles for creating effective courses
- Instructional design theories and methods
- How to storyboard and script your course
- Course development stages





# E-LEARNING FUSION 2023

Organizator:

Digital Learning Centre



Let's Fintech

