What does it really take to build
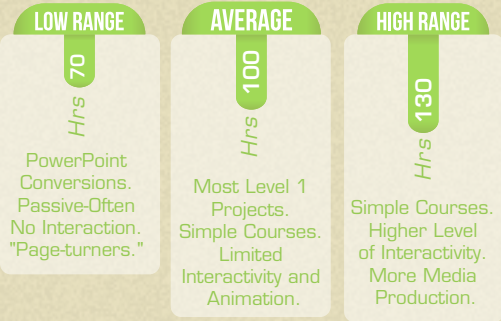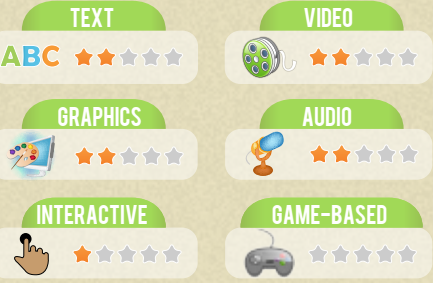# SUCCESSFUL E-LEARNING ?

YOUR ANSWER TO :
WHAT are the different types/levels of E-learning? **HOW** long does it take to create different types/levels of E-Learning? **WHO** is involved in developing successful E-Learning?
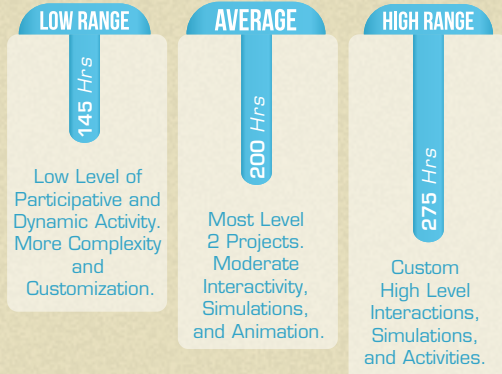
TYPES OF E-LEARNING :

LEVEL 1 — BASIC
Simple content including text, graphics, audio with test questions. Limited interactivity. PowerPoint to E-Learning conversion often falls in this category.
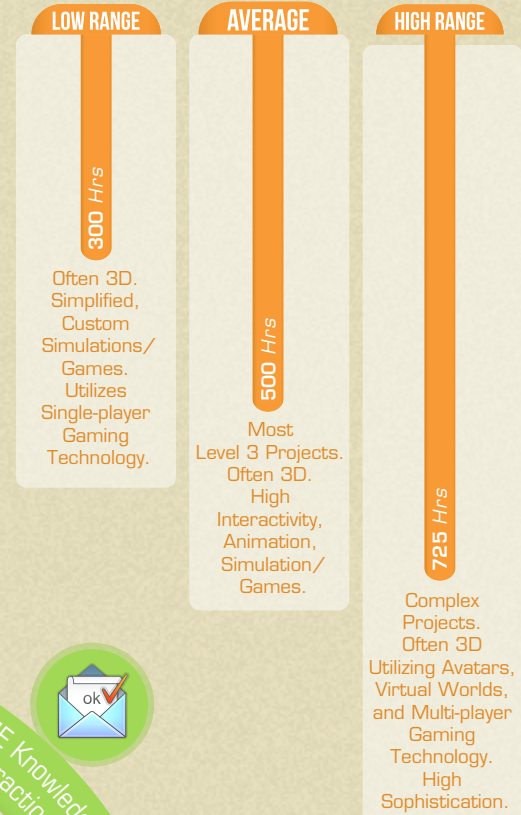
TEXT ABC ★★☆☆☆	**VIDEO** ★★☆☆☆
GRAPHICS ★★☆☆☆	**AUDIO** ★★☆☆☆
INTERACTIVE ★☆☆☆☆	**GAME-BASED** ☆☆☆☆☆

LOW RANGE 70 Hrs
PowerPoint Conversions. Passive-Often No Interaction. "Page-turners."

AVERAGE 100 Hrs
Most Level 1 Projects. Simple Courses. Limited Interactivity and Animation.

HIGH RANGE 130 Hrs
Simple Courses. Higher Level of Interactivity. More Media Production.

LEVEL 2 — INTERMEDIATE
Level 1 plus interactivity that may allow for a learn by doing approach. Generous use of multimedia including animations, audio, and video.
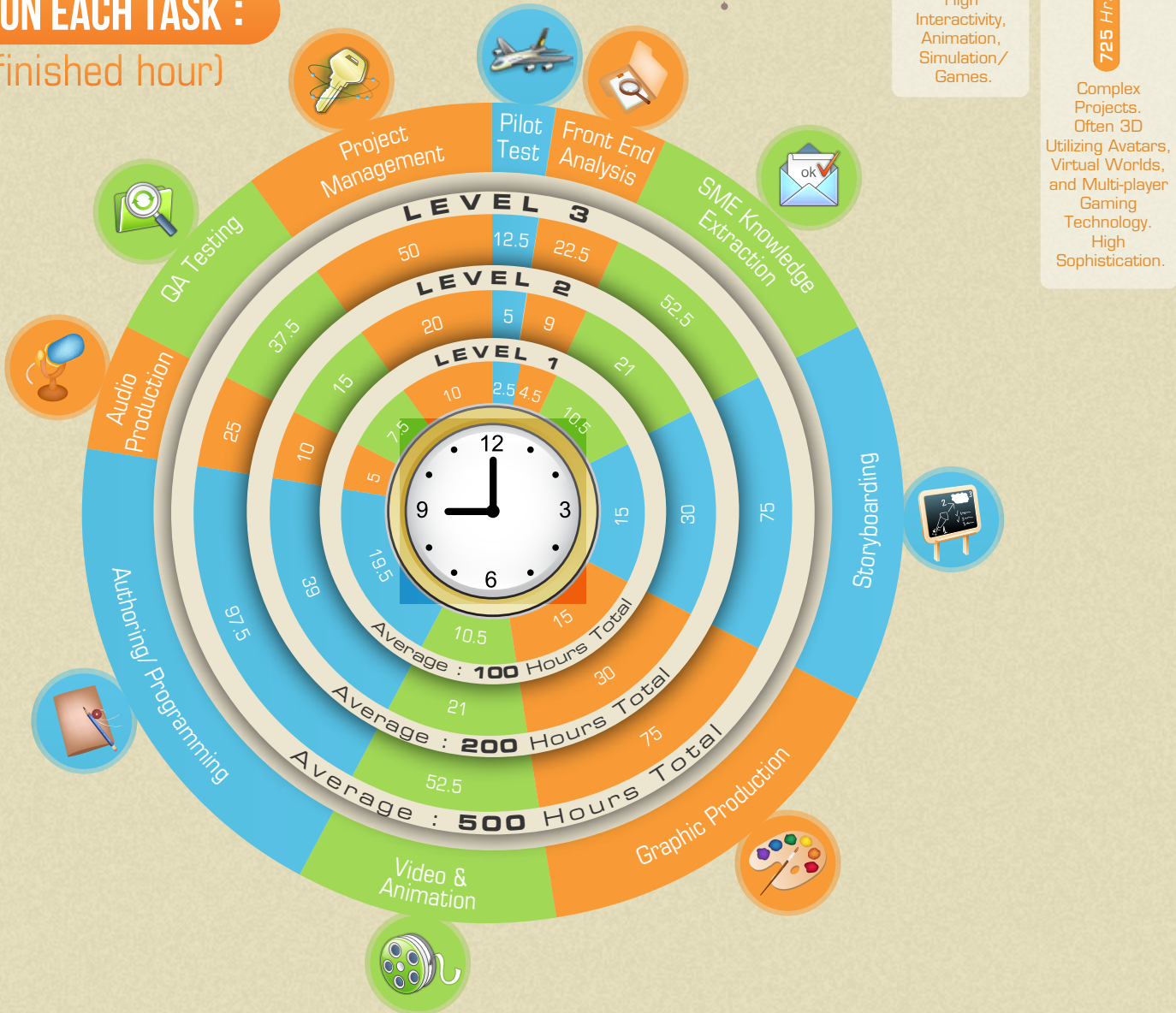
TEXT ABC ★★★☆☆	**VIDEO** ★★★☆☆
GRAPHICS ★★★☆☆	**AUDIO** ★★★☆☆
INTERACTIVE ★★★☆☆	**GAME-BASED** ★★☆☆☆

LOW RANGE 145 Hrs
Low Level of Participative and Dynamic Activity. More Complexity and Customization.

AVERAGE 200 Hrs
Most Level 2 Projects. Moderate Interactivity, Simulations, and Animation.

HIGH RANGE 275 Hrs
Custom High Level Interactions, Simulations, and Activities.

LEVEL 3 — ADVANCED
Level 2 plus a high level of interactivity. Often custom simulations and serious games, which may include the use of 3D.

TEXT ABC ★★★★★	**VIDEO** ★★★★★
GRAPHICS ★★★★★	**AUDIO** ★★★★★
INTERACTIVE ★★★★★	**GAME-BASED** ★★★★★

LOW RANGE 300 Hrs
Often 3D. Simplified, Custom Simulations/ Games. Utilizes Single-player Gaming Technology.

AVERAGE 500 Hrs
Most Level 3 Projects. Often 3D. High Interactivity, Animation, Simulation/ Games.

HIGH RANGE 725 Hrs
Complex Projects. Often 3D Utilizing Avatars, Virtual Worlds, and Multi-player Gaming Technology. High Sophistication.

TIME SPENT ON EACH TASK :
(per finished hour)

Project Management — Pilot Test — Front End Analysis — SME Knowledge Extraction — Storyboarding — Graphic Production — Video & Animation — Authoring/Programming — Audio Production — QA Testing

Task	Level 1	Level 2	Level 3
Project Management	15	20	50
Pilot Test	2.5	5	12.5
Front End Analysis	4.5	9	22.5
SME Knowledge Extraction	10.5	52.5	52.5
Storyboarding	15	30	75
Graphic Production	15	30	75
Video & Animation	10.5	21	52.5
Authoring/Programming	19.5	39	97.5
Audio Production	5	10	25
QA Testing	7.5	15	37.5

Average : **100** Hours Total
Average : **200** Hours Total
Average : **500** Hours Total

WHO DO YOU REALLY NEED TO SUCCESSFULLY BUILD E-LEARNING THAT PROVIDES A POSITIVE RETURN ON INVESTMENT (ROI) ?

To have a successful development that provides a **POSITIVE RETURN ON INVESTMENT** you will need to involve these people

DESIGNING DIGITALLY

15% — **Graphic Designer**
Creates images, typography, illustration, user interfaces & motion graphics.

10% — **Quality Assurance Manager**
Directs proactive quality assurance procedures to prevent defects or improve performance.

30% — **E-Learning Developer**
Ensures efficient, engaging, & interactive E-Learning development.

30% — **Instructional Designer**
Identifies information, knowledge & skills needed by the target audience & creates, suggests, or selects learning experiences to meet those needs

5% — **Professional Voice Talent**
Provides voiceover narration for the course.

10% — **Project Manager**
Creates Project objectives & requirements & manages cost, time, scope, & quality.