



The Accidental Instructional Designer: Learning Design for the Digital Age

Cammy Bean

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Don't create boring e-learning!

Cammy Bean presents a fresh, modern take on instructional design for e-learning. Filled with her personal insights and tips, *The Accidental Instructional Designer* covers nearly every aspect of the e-learning design process, including understanding instructional design, creating scenarios, building interactivity, designing visuals, and working with SMEs. You'll learn all about the CBT Lady and how to avoid her instructional design mistakes. Along the way, you'll hear from a few other accidental instructional designers, get ideas for your own projects, and find resources and references to take your own practice to the next level.

The Accidental Instructional Designer is perfect for the learning professional or instructional designer who is just getting started with e-learning—or the more experienced practitioner looking for new ideas. In addition to sharing proven techniques and strategies, this book:

covers best practices and what to avoid when designing an e-learning program

presents e-learning in action through various case studies

shows how you can go from being an accidental instructional designer to an intentional one.

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