Mobile learning training focuses on the proper design and development of content for interaction across multiple screens. Success lies in adapting your skills and building a foundational knowledge of responsive design.

This hands-on mobile learning workshop explores the methodologies, technology, platforms, and devices required to design and develop effective learning solutions for multiscreen delivery. You’ll leave with the skills and resources needed to ensure that the learning solutions you develop will be accessible anywhere to your learners to support their performance in the moment.

How Mobile Learning Is Different:

- Bite-sized chunks of learning content and job-related information can be accessed quickly at the time it is needed.
- Easy to use, contextual, simple, and elegant.
- Produced with clear objectives and thoughtful design.
- May or may not have an assessment component but can still be measured.
Derived From ATD Research, Backed by Our Competency Model

ATD’s Mobile Learning Certificate program follows the key knowledge and actions that talent development professionals need when developing mobile learning, as defined by research.

This program is appropriate for any learning professional or trainer interested in how mobile learning is changing the training and development profession and how to leverage it for their own programs.

In this program, you will:

- Examine current mobile technologies to understand how they are changing learning and identify how you can reshape your organization’s learning strategy to include a multiscreen environment.
- Build a prototype as a group using rapid prototyping tools and techniques.
- Provide a detailed action plan for implementing a successful mobile learning project.

After this program you will be able to:

- Incorporate the appropriate mobile learning opportunities into the organization’s learning strategy.
- Apply best practices and solid design principles to mobile learning development.
- Identify the differences between mobile web and a mobile app and determine the best option for your content and organization.
- Design maps, sketches, and wireframes for mobile learning.
- Apply a comprehensive process for designing a mobile learning application.

Related Learning Offerings

Adaptive Learning Certificate
Deliver better outcomes using personalized, mastery-based learning.

Adobe Captivate Certificate
Reimagine how you create interactive e-learning.

Articulate Storyline Certificate
Creative interactive, engaging e-learning simply and swiftly.

ATD Master E-Learning Instructional Designer™ Program
Prove your design capacity. Elevate the impact of your e-learning solutions. Create performance-changing learning.

Scenario-Based E-Learning Certificate
Immerse learners in real-world scenarios to accelerate expertise development and increase learning transfer.

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COURSE OVERVIEW

MODULE 1
Introduction to Mobile Learning

- What Is Mobile Learning?
  - Program Expectations Activity
- Why Is Mobile Learning on the Rise?
  - How Are You Using Mobile Devices? Activity
- How Is Mobile Learning Different?
- Instructional Thinking for Mobile
  - Training and Performance Support Activity
  - Training and Performance Support Use Cases Activity

MODULE 2
Mobile Learning Design Considerations

- Mobile Learning Strategy
  - 10 Questions Activity
- Training Hypotheses Activity
- Thinking Big About the Small Screen Activity
- Mobile Learning Content
  - Content Types Activity
- Mobile Learning Design Process
  - Stepping Through the Process Activity
  - Case Study

MODULE 3
Starting Small (Building a Mobile Website)

- Your Own M-Learning Project
- Your Goals and Strategy Activity
- Creating and Outline Activity
- Creating a Sitemap Activity
- Make It Mobile Activity
- Taking It Home Activity
Module 4: Designing a Mobile Learning App

- Where Do We Start?
- App of Mobile Web Assessment Activity
- App Versus Web Activity
- Design Deliverables
- Email Conversation Activity
- Outlines, Maps, and Sketches
- Map It Activity
- Taking Another Look Activity
- Sketch It Activity
- Wireframes and Mockups
- Frame It Activity
- Exploring the Apple HIG Activity
- Basic Rules Activity
- Mock It Up Activity
- Which One When? Activity

Module 5: Prototyping

- Getting Started
- Designing for Reuse and Usability
- What’s in a Template? Activity
- Building a Prototype
- Sketching Activity
- Creating the Prototype Activity
- Building the App

Program Wrap-Up

- Closing Advice Activity
- Taking It Home Activity

What Participants Are Saying

“I would recommend this program because it gives you the basis of what you need to successfully implement mobile learning. Not just build a fancy app but to do a needs analysis to decide on the best solution for your needs.”

— Britt McDonnell
ATD Education Participant

Additional Tools and Resources:

- Going Mobile: An ATD Infographic, Sarah Gilbert
- "Rediscover the Value of a Prototype", TD Magazine, Chad Udell
- "Why You Should Care About Mobile Learning?" TD Magazine, Sarah Gilbert
- Mobile Learning Survey for Needs Analysis
- App or Mobile Web Assessment
- Prototyping on Paper
Mobile Learning Design Process

**Strategy**
- Identify the learning gap and determine what information needs to be provided to the learner.
- Identify the target audience and gain as much information as you can about that learner.
- Establish the objective for the mobile learning project.
- Plan the work effort to complete the project.

**Design**
- Identify, organize, and edit the content to be included in the mobile learning project.
- Plan the functional design, technical design, and interface design.
- Prepare the script/storyboard (wireframes) for the project.
- Prepare a prototype.

**Develop**
- Create/program the mobile learning project.
- Prepare and attach multimedia/assets to the project.
- Alpha and beta test the completed project.

**Deliver**
- Implement the completed project for use by the intended audience.
- Gather feedback from the learners about the experience.
- Measure the results.
Why Choose ATD As Your Professional Development Resource?

Over the last 75 years, our mission has been to empower talent development professionals with the knowledge and skills they need to be successful and remain competitive. We accomplish this by providing learning that sticks and leads to measurable results in your on-the-job performance.

What You Can Expect From an ATD Course
- Research- and competency-based learning with applied adult learning principles
- Hands-on practical activities
- An engaging environment that builds confidence and makes learning personally relevant
- Actionable take-home materials to ensure real application back at work

95+ Course Topics
900+ Organizations Have Trained With Us

120+ Countries With an ATD Presence
100,000+ Professionals Have Learned With ATD Education

Ready to Get Started?

Register by Phone or Get a Consultation
Not sure what to take? Call a professional development specialist to help you enroll. They can give you course recommendations based on your learning goals and your role.

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Visit: www.td.org/learningpath

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- Choose your preferred dates and times.
- Click Enroll.
- Follow the cart and checkout prompts.

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We Are Here to Help You and Your Team Learn, Grow, and Improve!