



# Creating Engaging Online Courses

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## WHAT IT IS

Keeping it simple. People will only remember a few key things and they are subject to many distractions online, so stream the information you want to present, especially when “live”. ✓

Making it interactive. If your audience are merely watching you speak, then your lecture could/should have been a video. Make synchronous learning something more. ✓

Changing the format. One of the upsides of virtual learning is that it is extremely flexible in format. You can build videos, podcasts, workbooks, chat rooms and much more. “Go asynchronous”! ✓

Building a community. People have access to their devices 24/7, you can create a community for your learners, one they check in with far more often than they would in a live classroom. ✓

Making the tech easy to use. Choose carefully, “onboard” them step by step, and don’t use more tech than is necessary. ✓

## WHAT IT ISN'T

Squeezing in all the information you have on the topic, or that you previously presented when in person. ✗

Using random interactive functions because you have them. ✗

Doing the same things you did live. Using complicated software, becoming a YouTube celebrity, designing overly complicated graphics. ✗

Top-down hierarchical information transfer, forced socialisation in a particular format. ✗

Trying every new cool technology you’ve just been reading about and forcing your participants to grapple with it. ✗

## DOs

Keep each major point that you want to make concise and then check for understanding before moving on. ✓

Present small amounts of information at a time, interspersed with interactive exercises and discussion. ✓

Build a resource that students can use when they really need it – like a guide, a checklist or an instructional video for a particular activity. ✓

Ask people in your course how they would like to communicate. Often people have strong preferences about what works or what they already use. ✓

Onboard your audience to the content using onboarding graphics just at the moment when they first need to use a new feature. ✓

## DON'Ts

Put most of the detailed information in your live visuals. ✗

Lecture for more than 5-10 minutes before asking the audience to do something. ✗

Simply take your live classroom activities and put them into a zoom meeting. ✗

Assign people to communicate on a platform that most of them don’t use. ✗

Spend less time OR more time than you need to when showing people how to use the technology. ✗

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# CHEAT SHEET