



Forte e-Learning Course Customization Service

Forte Background:

Forte was incorporated by CITIC Pacific and Fudan University in 2001. As the online learning arm of Fudan University, Forte has been financially and technically supporting the College of Distance Education, Fudan University, which currently has over 8000 students learning online for their bachelor diploma. Forte is also the pathfinder of China e-learning practice, Over the past 5 years, we have been serving prestigious multinational clients such as HSBC and ING. We help our clients design and deploy their e-learning program. Forte's e-learning instructional design and development ability enjoys very high recommendation from our clients.

Forte e-Learning Methodology:

Forte aspires to enable corporate e-learning for large enterprises. According to our experience, e-learning program can be successful at the following area: new hire orientation, product and service knowledge, business procedure, compliance, standard process etc. Forte is able to design and develop standard compliant e-learning courses from the raw materials provided by the client or training content partners.

The e-learning course should have necessary interaction, multimedia and effects in order to make it dynamic and appealing to the learners. Therefore, it is necessary to use flash media and specially designed graphics in the course creation where it is instructionally needed. *However, taking Internet bandwidth, the design should be emphasized on structure, logic, learning path, interaction, learner control, tests and so on rather than exquisite flash media and heavy graphics.*

Team:

Forte's development team consists of instructional designer, art designer and web developer, flash media developer. While the client/content partner shall provide at least one content expert who understands well the content of the course to work with members from Forte.

Development Process:

Steps	Description
Needs Analysis	<ul style="list-style-type: none">● The business problem the client wants to solve by e-learning● The performance based objectives of the e-learning program● The constraints of current training program● The expectation for e-learning



	<ul style="list-style-type: none"> ● The readiness and attitude of client's team to deploy e-learning ● Software, hardware, internet access analysis
Audience Observation/Analysis	<ul style="list-style-type: none"> ● Observe the end users doing their daily tasks ● Identify their learning needs to real performance problems ● Study the context under which the problem occurs ● Analyze the learning habits of the end users ● Picture the performance problem and share it with the development team ● Visualize the desired state of performance
Solution Brainstorming	<ul style="list-style-type: none"> ● Start the brainstorming session with the client, content expert and development team ● Discuss solutions for their appropriateness to learners and their contexts ● Apply constructive learning theory to come up cross-pollination of ideas from different domains like video clip, animated game, story-telling etc. ● Understand what formats would be more attuned to the learners, like game, simulation, case study, story telling, video clip or audio streaming ● Know whether a blended solution fit ● Find out whether printed materials be helpful in addition to e-learning
Content Re-writing	<ul style="list-style-type: none"> ● Work with content visualize raw materials ● Design a problem, real world case study or simulation based instruction ● Re-write content into categories like scenario, activity, resource, utility, discussion and evaluation ● Re-organize the content into a constructive learning model with emphasis on experience sharing ● Design learner control and learning path
Prototype Development	<ul style="list-style-type: none"> ● Build small working prototype to test with learners ● Review the prototypes with the client and content expert and make necessary changes ● Write script to describe the didactic, interactive, collaborative instructional strategy to each learning object
Art Design and Media Development	<ul style="list-style-type: none"> ● Design layout, look and feel, color scheme according to learner experience and real work environment characteristics ● Design corresponding graphics ● Create audio narration and video clips ● Develop flash media ● Develop java script if necessary ● Configure tests
Revision	<ul style="list-style-type: none"> ● Present the work in process to the learner and content expert on schedule ● Pick up suggestions and accept reasonable changes ● Improve the effectiveness and further polish the work



UAT and adjustment	<ul style="list-style-type: none"> ● Distribute the work into AICC or SCORM compliance package ● Run the course in a demo site on LMS or intranet ● Do technical test with the course and capture data for analysis ● Make appropriate adjustments to the final work
Delivery and marketing support	<ul style="list-style-type: none"> ● Deliver the product to the client and install it with LMS engineer ● Provide marketing support in terms of road-show, tabletop display and colorful leaflet to the client ● Provide maintenance as well as on-going support

e-Learning Course Functions:

1. Navigation: course basically can be navigated by using “previous, next and exit” buttons. A course map can be opened for users to locate and jump to a specific page very easily.
2. Bookmark: students can use a bookmark embedded in the course to learn from the “exit page” of last time.
3. Interactivity: Click-through or mouse-over shall be used where users are required to click or move their mouse in order to get detailed information or do a quiz. This is designed to improve the interactivity and users’ participation, and sometimes to make online learning more interesting.
4. Voice-over: because the e-learning course is designed based on a power point presentation. Detailed explanation of the outlines is highly required. The voice record of the trainer will be inserted into almost each page and triggered by various formats, such as playing automatically or by clicking.
5. Flash Media: in order to make the course vivid and appealing, necessary flash medial will be employed where it’s instructionally demanded. It’s estimated that no more than 10% of the total pages of the e-learning course will use flash media.
6. Video: video clips can also be inserted into pages but only if the client thinks it necessary. Considering the Internet bandwidth, Forte will not recommend to use loads of video media.
7. Quiz: quiz with immediate feedback in terms of pop-up text or audio files can be created following each topic to let users consolidate their study. Quiz format includes true/false, multiple choice, multiple-multiple choice, fill-in the blank, order, matching and so on.
8. Tests: pre or post tests can be built by drawing specified number of questions randomly from a questions pool. Questions in the test will not give feedback until the test is done.
9. Test Score: test score of each user can be tracked and sent either by email to a specified manger or recorded by CGI to a specified folder on the server.
10. Webpage: specified webpage can be directly inserted and opened in the



course page or use hyperlink or hotspot to open the site in different windows.

11. Window size: window size can be customized but 800*600 or 1024*768 is recommended.
12. Downloadable Resources: Existing files in Word, PPT, PDF or ZIP format can be downloaded from within the e-learning course.
13. Restrict Access: username and password can be imported and saved into to the course. Users can only get access into the course by their accounts.
14. Course files: the e-learning course can be published to HTML or EXT files according to the requirement of the client.
15. Standards: AICC and SCORM compliant

Reference Clients:

HSBC: Forte developed products and business process e-learning courseware for AOC PFS. The whole program lasts over 20 hours. Forte also created online compliance course for HSBC.

HSBC Data Processing: Forte worked with HSBC Data to launch a credit card knowledge training program when HSBC partly acquired Bank of Communication.

ING Asia Pacific: Forte worked with ING to have developed over 10 courseware to train its life insurance agents throughout China.

Bao Steel Group: Forte developed online English course for Bao Steel Group.

SigmaKalon: Forte created new hire orientation course for the very old and famous European coating company.

Please visit our course demo site at:

www.fudan-ing.com

username: demo; password: demo

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