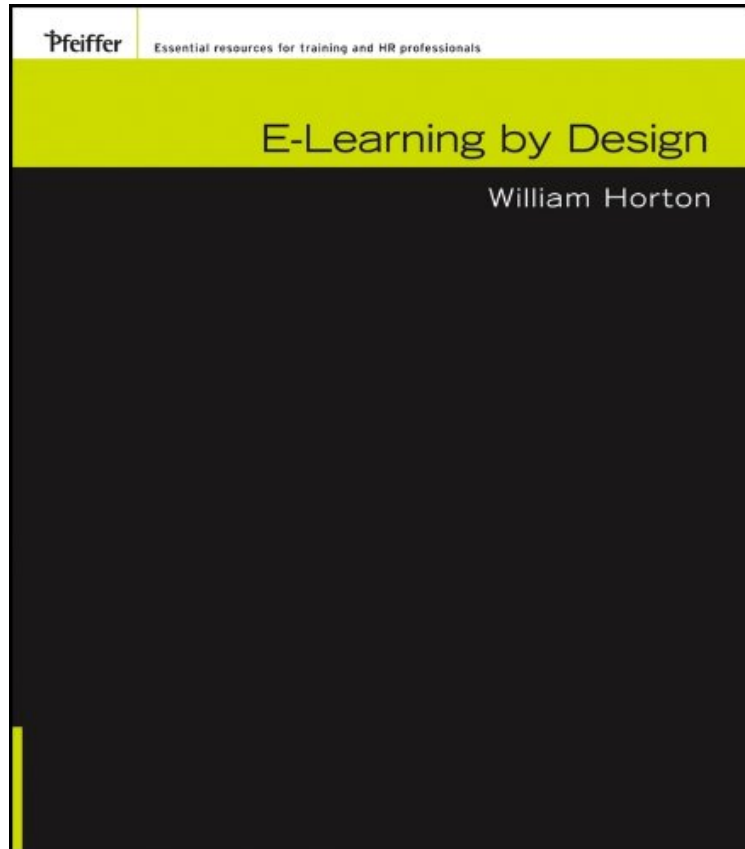


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## e-Learning by Design

*William Horton*

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**William Horton : e-Learning by Design** before purchasing it in order to gauge whether or not it would be worth my time, and all praised e-Learning by Design:

4 of 4 people found the following review helpful. Format for Kindle is terrible By Deb Eastberg Skip the Kindle format. Go with paper. The worst thing about the kindle book is that there are no page numbers. So if the instructor tells us to pay particular attention to page 253 I have to ask for a specific phrase from this page to search. Even then, page 253 may be broken into multiple locations, so you have no idea where page 253 begins and ends. As far as searching, you are unable to "go to" a particular page, only a "location" (which is totally meaningless). Looking at a screen\page shows I am on Location 3509 out of 16180. The book itself will recommend looking at examples on specific pages, but you are unable to get to that page....no hyper link to that page or way to search for it. 19 of 19 people found the following review helpful. Perhaps the Best Solution Books for E-learning Problems By Terrance R. Banach This author actually was able to present detailed and effective solutions for E-Learning problems. You could sense that he had to solve similar problems. He also seemed to have encountered a broad range of real E-Learning problems, rather than simply theorize about them. The solutions made sense. In addition, Horton presented a number of well researched issues that appear to have caused problems due to frequent instructional designer beliefs that the E-media itself is good enough to cover the lack of true learning assistance..... real learning assistance, that all too often is missing in many E-Learning presentations due to interaction gimmicks that offer no relationship to assisting with the learning

process. Great book! Sits now on top of my Michael Allen E-Learning books. I also liked Horton's apparent attitude that philosophizing does not solve instructional problems, but offering solid detailed solution approaches can. 1 of 1 people found the following review helpful. Terrific Handbook for Instructional Design By PMRisher While this book is framed as a how-to guide for e-learning design, Horton's underlying principles for instructional design can be applied across the learning spectrum from face-to-face, to blended, to virtual classrooms, to full-scale commercial/government e-learning projects. Literally hundreds of techniques, best-practices, cautions, and ideas are described. The writing style is accessible. It is written for practical application and not in ISD (instructional systems design)-speak. The page-layout and graphics contribute to both utility and readability. The indexing and cross-referencing are well-done. Additionally, Horton is very generous with his intellectual capital and the accompanying website is a great resource. So many times, e-learning products are limited, not by cost or technology, but by our own short-sighted view of the "realm of the possible." This book has certainly expanded my horizons. It is a great desk-reference.

From William Horton -- a world renowned expert with more than thirty-five years of hands-on experience creating networked-based educational systems -- comes the next-step resource for e-learning training professionals. Like his best-selling book *Designing Web-Based Training*, this book is a comprehensive resource that provides practical guidance for making the thousand and one decisions needed to design effective e-learning. *E-Learning by Design* includes a systematic, flexible, and rapid design process covering every phase of designing e-learning. Free of academic jargon and confusing theory, this down-to-earth, hands-on book is filled with hundreds of real-world examples and case studies from dozens of fields. "Like the book's predecessor (*Designing Web-based Training*), it deserves four stars and is a must read for anyone not selling an expensive solution. -- From Training Media Review, by Jon Aleckson, [www.tmreview.com](http://www.tmreview.com), 2007

From the Back Cover From William Horton; a world renowned expert with more than thirty-five years of hands-on experience creating networked-based educational systems; comes the next-step resource for e-learning training professionals. Like his best-selling book *Designing Web-Based Training*, this book is a comprehensive resource that provides practical guidance for making the thousand and one decisions needed to design effective e-learning. *E-Learning by Design* includes a systematic, flexible, and rapid design process covering every phase of designing e-learning. Free of academic jargon and confusing theory, this down-to-earth, hands-on book is filled with hundreds of real-world examples and case studies from dozens of fields. *E-Learning by Design* guides both industrial trainers and academic educators in: Inventing engaging learning activities Targeting specific goals Designing learning games and simulations Writing online tests and assessments It also helps readers select media, ensure reuse of content, specify learning objects, design the display, and make courses navigable. But wait, there's more! *E-Learning by Design* goes beyond traditional e-learning to include guidance on creating electronic job aids, virtual classroom activities, and mobile learning for PDAs and SmartPhones. *E-Learning by Design* is jam-packed with best practices you can apply right away, using tools you already own. This is the guide trainers and educators need on their journey to creating successful e-learning programs. About the Author William Horton is a leading e-learning consultant and president of William Horton Consulting where he advises large and small companies in developing online training and information strategies. He is the author of *Leading E-Learning*, *Evaluating E-Learning*, *Using E-Learning*, and *Designing Web-Based Training* and the coauthor of *E-Learning Tools and Technologies*.