

An analysis of e-learning services

The goal of this analysis is to get a rough understanding of the current landscape of e-learning in a variety of contexts, and to get some insights on how to develop e-learning services for creatives. Creative studies are often practical in nature and less theoretical. It is dependent on knowledge through experience in use of materials and physical tools. This gap between physical and digital is a challenging one to bridge. I have been on the lookout for services where digital content and tangible objects work in tandem.

Corporate

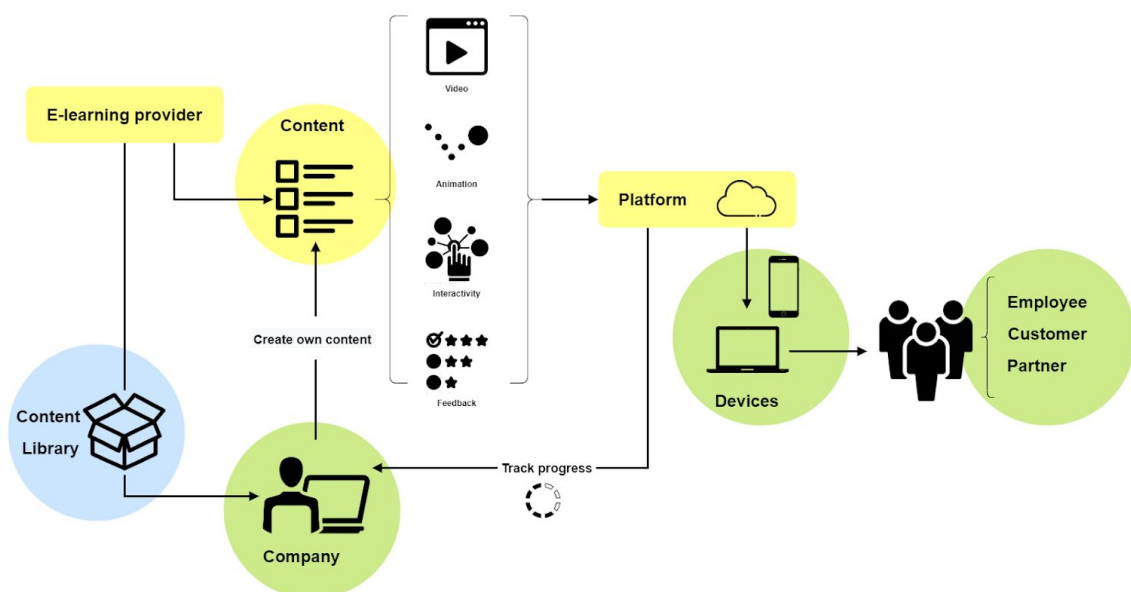
I have chosen to focus on the norwegian e-learning market. Corporate e-learning mainly concerns onboarding or for employees to improve specific skills(training). But it is also used to educate customers, distributors or partners etc. The motivation for training employees is first and foremost to benefit the organization, not the individual.

With e-learning in its simplest form an employee needs a computer or cellphone to complete the training. The employee can take the course anywhere at any time. The employer can track progress. E-learning can be more or less interactive. Users can e.g. take private notes, take exams and certifications, or just watch a video. It is also combined with classroom teaching and workshops for so called 'blended learning'.

E-learning suppliers offer a LMS(learning management system), a content creation tool, production of content and some also offer a content library that makes it easier for customers to make their own content. When producing content for a customer they offer to write the script, shoot videos, make animations and promotional videos.

The most established e-learning companies, in particular, focus heavily on video and animation for dissemination. Videos make good use of movement and color to hold on to the viewers attention. More so than I initially thought. Some I even found impressive. Tictac interactive in fact promotes their service as 'good looking'. Customers can make good looking content themselves using content-libraries provided by the service.

Corporate e-learning



Learning for individuals

There are a plethora of services that offer free or paid video tuition for individuals that want to learn in their spare time. In the case of art and design tuition, where I have most experience, as far as i know there are two main formats: Large online businesses that curate video tutorial courses on a wide range of subjects, and the individual content creators that sell their own content platforms that facilitate this. The difference between them is that the former fronts itself, the business, first and foremost, while the latter fronts the content creator and can also be a place for fans to enjoy and support their work .

Online tuitions for the most part consist of one or more video tutorials and downloadable material that complements the tutorials. Like brush packs or shapes for Photoshop or pre-made pictures that you can practice with. Many of these services are platforms for content creators to sell their own content.

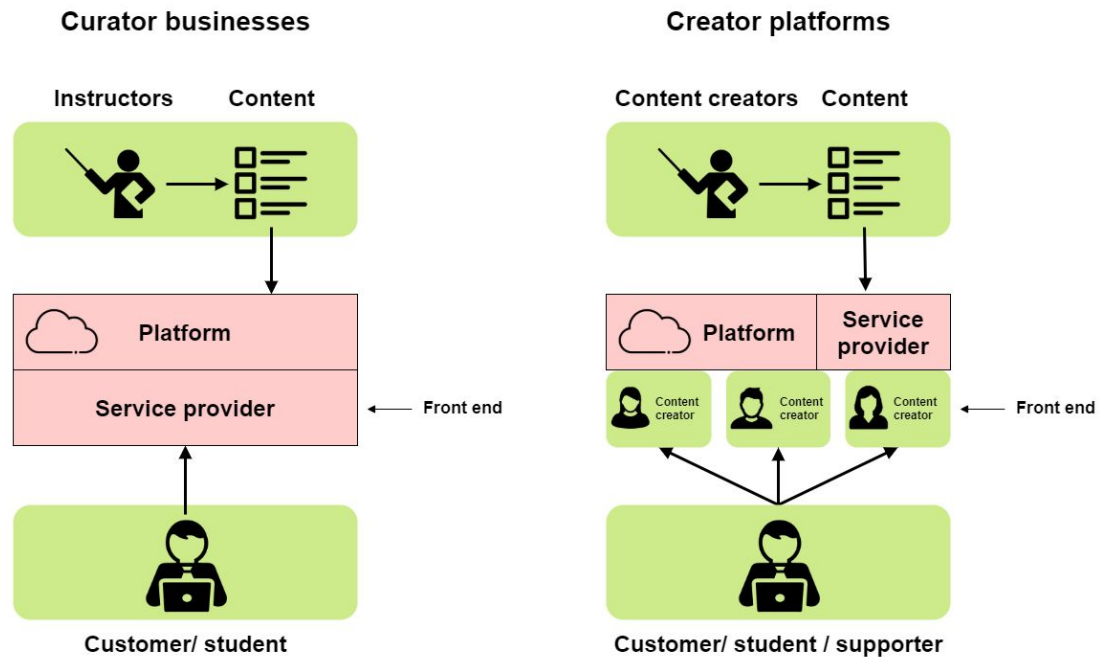
Another popular method of online tuition is the live-stream where the tutor talks and/or performs live and viewers can communicate with the tutor by chat or voice. These videos are made available after the stream, often for free.

Services like Lynda (now LinkedIn Learning) gives access to all 15'000+ courses for a monthly subscription fee. Users can practice with exercise files and quizzes, and earn a certificate when they complete a course.

Platforms like gumroad is a service for content creators to sell their own content. Creators have their own profile page where they organise content in packages. These are either free or paid. Users search for subjects they want to learn about or content they are interested in. They can also choose to 'follow' creators and get notifications when they release more content.

Another platform that I want to mention that have grown quite big is Patreon. This is a well made service for content creators sell their content. Creators post content at different intervals and makes it available through different subscription tiers. Users (patrons) choose what tier they want to subscribe to. The higher tier, the more exclusive content they get access to. In my experience it is very affordable, and in the way Patreon is built, users are also close to the content creators. It is possible for creators to generate a big following and gain substantial income.

E-learning for individuals



Government

The Norwegian Government have its own learning platform called 'Felles digital læringsplattform i staten' (Governments common digital learning platform). All government employees can access and use free digital learning resources. The LMS is based on Moodle which is commonly used in Norwegian Colleges. The courses seem well made with interactivity and there are extensive use of animation, visual storytelling and actors.

Education

The classroom of the future in teacher education

'The classroom of the future' is a initiative by the Norwegian Education Directorate to increase the digital competence of teacher students. These rooms can be found on schools all over the country. The University of Stavangers room is called 'Didaktisk digitalt verksted' (Didactic digital workshop).

"DDV is designed specifically for teacher education, and all the digital tools that are available should be used for teaching purposes. The goal is to facilitate the students' ability to reflect on processes, learning, competence, didactics and pedagogy and thus have the opportunity to develop their professional didactic competence."

[-Didaktisk digitalt verksted \(DDV\) - Undervisning, oppgaveskriving og praksis](https://www.youtube.com/watch?v=oRU_vGNISHI)
[-https://www.youtube.com/watch?v=oRU_vGNISHI](https://www.youtube.com/watch?v=oRU_vGNISHI)

Why have these 'The classroom of the future' in the teachers education centers? As stated in the Norwegian education act: "... the Education Act requires students to develop their joy of creating, engagement and a desire to explore."

[-Framtidens klasserom i lærerutdanningene](#)

Kids

In primary school, they are better at applying physical stimuli in teaching. There are also a number of providers of e-learning for kids. This is everything from video, animation and interactive programs to digital musical instruments. The ones I have seen are engaging, fun and well made. The only interesting examples I have found so far that combines digital and tangible is made for kids (not counting coding and controlling robots etc).

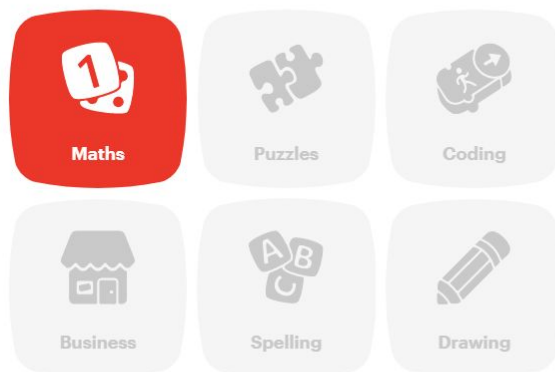
I want to mention one in particular that I find exciting: 'Osmo' tangible learning system. To use Osmo you need an iPad, an Osmo reflector over the camera and a compatible Osmo Base. The Osmo software then scans the table and interacts with the child's creations. There are many different kits that let kids learn through play.

A short 2 min video of Osmo in action

[-https://www.youtube.com/watch?v=7Oyj5LQ6qm4](https://www.youtube.com/watch?v=7Oyj5LQ6qm4)

Learning Through Play

Whether your child is a music lover, budding coder, or aspiring mathematician, Osmo has the right games to inspire your child.



Numbers



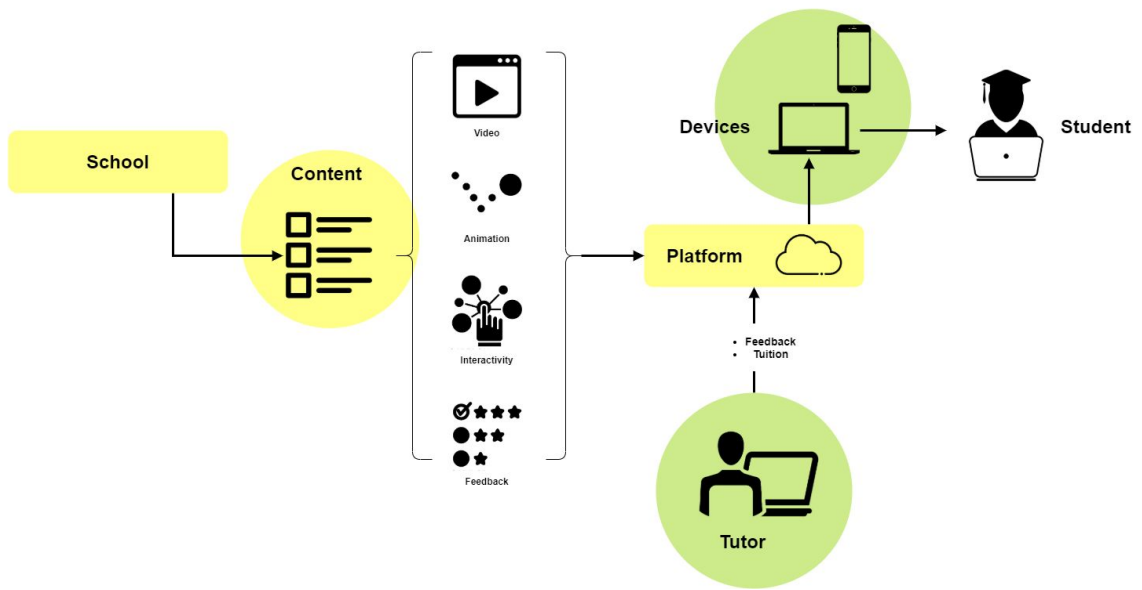
High school and higher education

There are two main types of e-learning for high schools and higher education that I have found. There are the pure online studies and the good old LMSs of the schools.

Online studies consist of video lectures to view at your own pace, webcam tuition and forums. The online high school 'ASK Privatist' also have an 'ASK Privatist Café' in Tromsø. Students can go there to get tuition and meet other ASK students.

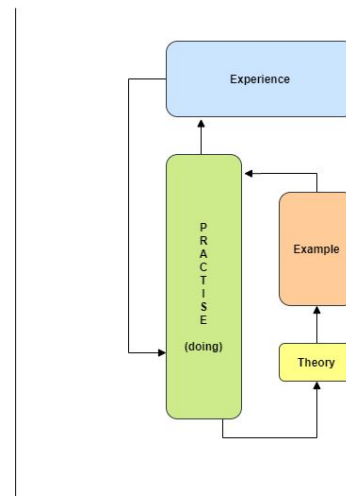
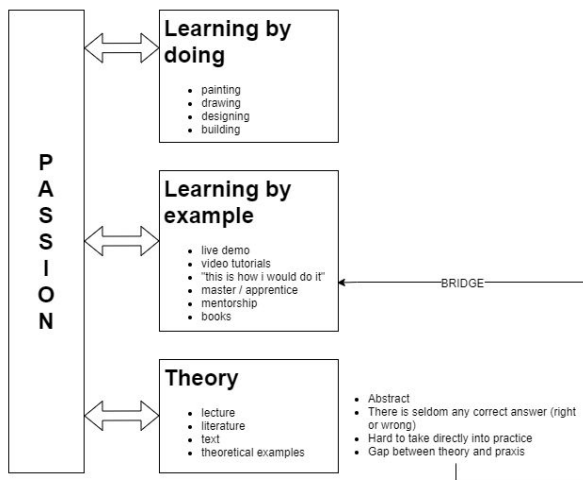
The LMSs is in my experience and to my knowledge the most used and most primitive form of e-learning in higher education. It is basically a digital container for digitized learning material. Teachers upload material to a dedicated page for the respective course and students download it to their device. Excerpts from literature and lecture slides are the most common content.

Online studies

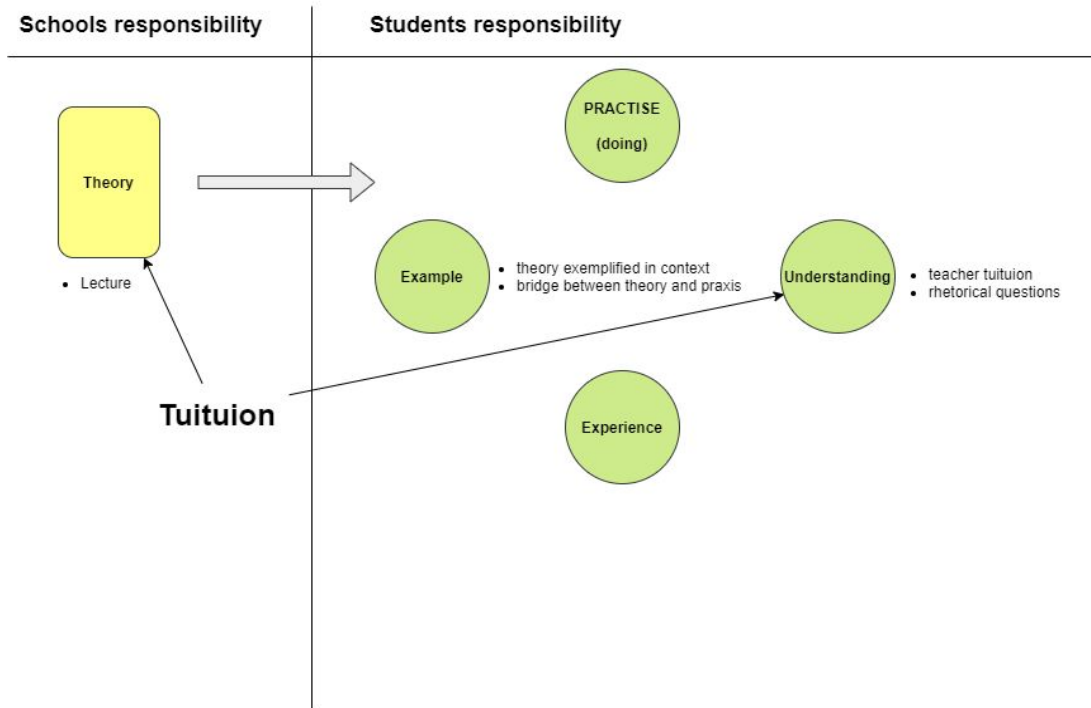


Thoughts on learning

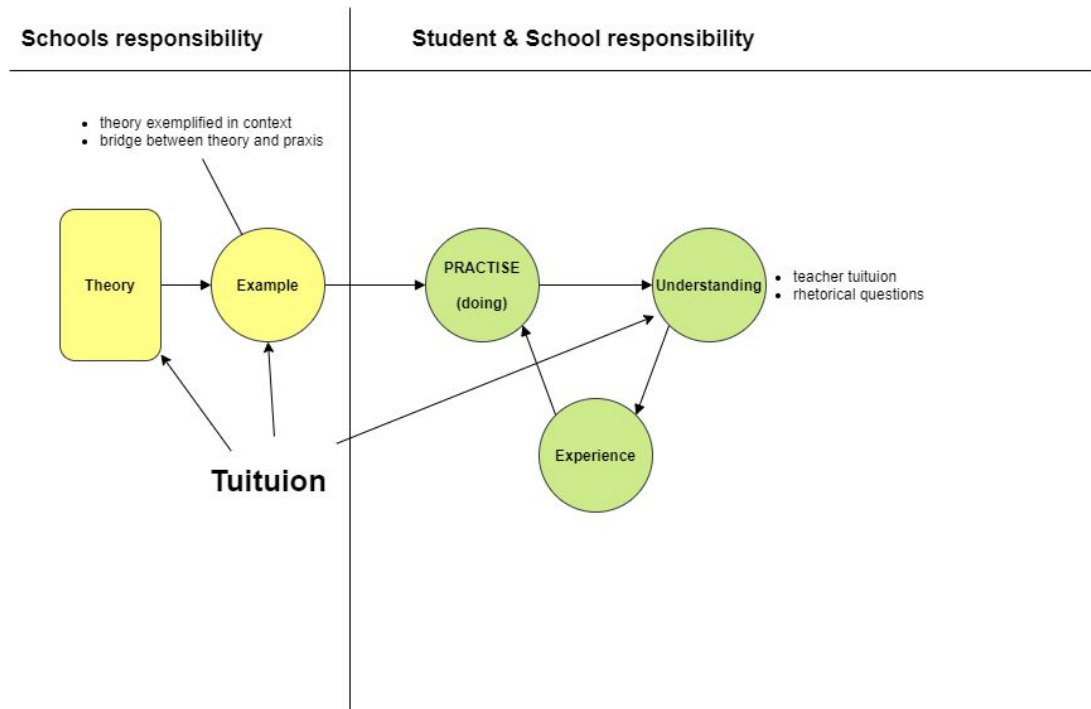
Learning in visually creative subjects



Current teaching at AHO



Proposal



Sources

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