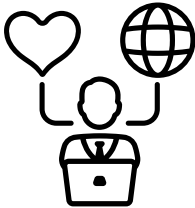# 5 Ways to Make eLearning More Effective
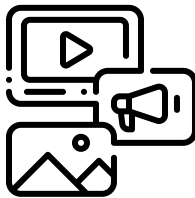
1. Focus on Learner Engagement

- Use scenarios and **real-world applications** to keep your content **interactive and relevant**.
- Give learners **control** to track their progress and navigate the course.

2. Use Multimedia Effectively

- Break up large blocks of text with **related visuals**.
- Use a **conversational tone** in voiceovers and videos.
- Keep your design **simple**. Don't include irrelevant images or decorations.
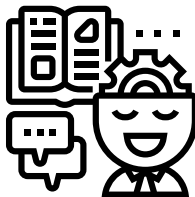
3. Keep Content Clear

- **Brevity makes clarity**--group information into smaller sections.
- Use **bullet points**, not long paragraphs.
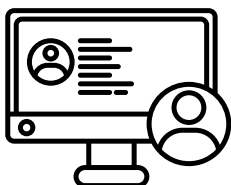- Write in **plain language** as much as possible.

4. Make Learning Active

- Include **decision-making activities** and simulations.
- Add **knowledge checks throughout**, not just at the end.
- Use interactive opportunities for practice like **flashcards, drag-and-drop sorting, and branching situations**.

5. Test and Iterate

- **Pilot test** with real learners before launch.
- Collect **learner feedback** to improve engagement.
- Make the course **accessible** for all audiences by including features such as captions on videos, keyboard navigation, and alt text on visuals.