

Guide

How to Create an Effective eLearning Course



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How to Create an Effective eLearning Course

Are you planning to create an online course? Maybe you already started and realized there's more to it than first met the eye! Here's what you'll get from this guide:



Where to start



How to design online learning modules that really work



How to make an online course attractive and engaging



How to make content accessible



How to deliver your courses to learners

The guide is a recap of a series of live webinars with Michael Sheyahshe, an eLearning expert with over two decades of experience. He provides a professional step-by-step approach on how to build online courses – the entire development process from setting the goals and defining the audience to publishing the content. You can find a complete list of [webinar sessions to watch here](#). For shorter instructions, you can also watch this brief video guide or go directly to the article.



[View the full video →](#)

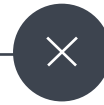
Step 1.

Do Some Prep Work

Your course development process will only be as productive as your pre-planning. By taking the time to do some prep work, you're troubleshooting problems before they have a chance to happen. Here's what you need to do first:



- An employee should double sales after finishing the training.
- An employee should be able to identify a PC hardware problem and fix it.
- An HR-manager should correctly tell the candidate about the company and what it does.



- An employee should know how to sell products.
- An employee should learn about different PC hardware problems and how to fix them.
- An HR-manager should know how to deal with job candidates.

Training goals and objectives

This doesn't necessarily mean making a list of objectives that you can often see at the beginning of any presentation. This is about what results you want to get after your learners complete an online course. So, define the purpose of the course by answering this question: "What should a learner BE ABLE TO DO after finishing the training?"

Useful resources

- [Training Needs Assessment and Analysis: Is Training Really Needed? →](#)
- [Learning Goals and Objectives in Course Design→](#)

Targeted audience

Trying to create an online course for everyone is a wasted effort. You need to make it for a certain reason and a certain audience. Before you get started with training development, take a closer look at your prospective learners.

How many learners will you have?

What is their position? (Are they sales representatives, customer service agents, HRs, etc.?)

What are their demographic metrics and characteristics? (Average age, educational level, geographic location, computer literacy, devices the learners are using, etc.)

Have the learners received prior training in this area of expertise?
How well do they know the topic?

Are there any learners with disabilities?

Learning platform

The next thing you should think about is how you'll deliver your course to the audience. The way you will distribute the content will define the choice of the course format (video, SCORM, etc.) and the type of software you'll need.

If you're focusing on corporate training, the easiest and most comfortable way to manage the learning process is with the help of a learning management system (LMS). It will let you automate a lot of functions like invitations, course assignment, and results tracking.

If you're going to become a successful course seller, opt for a platform that will enable you to host, deliver, and sell your courses to end users seamlessly and manage everything from building the course to marketing and payment processing.

Useful resources

- [What Is an LMS, and What Can It Do for Your Business? →](#)

eLearning authoring tool

This is the main tool you'll use throughout the entire development process. If you're new to course building, you'll need to choose a handy tool that will allow you to create eLearning modules as quickly as possible, while also meeting all your authoring needs. For instance, if you want to create interactive courses with quizzes, videos, and dialogue simulations, you need an authoring software that is a single set of tools under one roof that can cover a variety of tasks.

A great example of such a tool is [iSpring Suite](#). Later in this guide, we'll tell you how to build an online course with iSpring. But first, see what a course made with this tool looks like:

How to start working from home

Arranging your space, tools, and mindset

Start Course



[View the full demo →](#)

If you're going to become a successful course seller, opt for a platform that will enable you to host, deliver, and sell your courses to end users seamlessly and manage everything from building the course to marketing and payment processing.

Useful resources

- [The 10 Best eLearning Authoring Tools in 2026 →](#)

Step 2.

Organize the Work with SMEs and Stakeholders

When developing an online course, you need to deal with both subject matter experts (SMEs) and stakeholders. Here's what they are and how their roles differ:

SME	Stakeholder
<p>A subject matter expert (SME) is both the main source of information and the main idea generator for the online course developer. Their key roles include:</p> <ul style="list-style-type: none">✓ Helping define the learning objectives✓ Providing content on specific subject matter✓ Validating and refining the course material <p>Without subject matter expertise, the course is likely to be useless.</p>	<p>A stakeholder is any independent party that has an interest in a course's successful development. There may be multiple players involved like:</p> <ul style="list-style-type: none">✓ Upper management✓ eLearning project managers✓ Trainers✓ Tech experts <p>The task of both course developers and stakeholders is to ensure that the project stays on track at all times.</p>

For example, if you develop training courses for the sales team, you may have to collaborate with the VP of Sales, the CEO, HR managers, and admins. You'll need to decide on the content together with the SMEs and meet the stakeholders' requirements. However, no matter what your stakeholders say or what your content is, your true mission is to do what is best for your learner. And here is what that means:

Do what is best for your learner

Be a learner
advocate

Understand
your learner

Create content
FOR learners



Note: If you're going to create a course with the intention of selling it online on your own initiative and you yourself are an expert on the subject of your course, you may not have SMEs and stakeholders to deal with.

Example of structuring a topical outline:

Module 1

- ▶ Subtopic
- ▶ Subtopic
- ▶ Subtopic

Module 2

- ▶ Subtopic
- ▶ Subtopic
- ▶ Subtopic

For example, if you develop training courses for the sales team, you may have to collaborate with the VP of Sales, the CEO, HR managers, and admins. You'll need to decide on the content together with the SMEs and meet the stakeholders' requirements. However, no matter what your stakeholders say or what your content is, your true mission is to do what is best for your learner. And here is what that means:

Step 3.

Make a course outline

After you've gathered all the necessary information for your online course, it's time to plot it, or in other words, create the general plan of the course, which structures the information in a didactic manner. Divide your course into its respective topics (they will be training modules). If you're planning to create a lengthy course, break more general topics into subtopics and arrange them all in a logical order.

Step 4.

Create a Course Storyboard

After you've gathered all the necessary information for your online course, it's time to map out the course or "create a storyboard."

A storyboard is a document, slide deck, or prototype in which the training developer lays out the framework for the course. In addition to the written content (we'll discuss that in detail in the next step), it also includes all of the information in terms of photos, icons, charts, infographics, animations, or videos that will be used in the course.

By the way, at this stage, it's important not only to think of what media you'll use but also to prepare all of the necessary assets.

Course Overview - Word

File Home Insert Design Layout References Mailings Review View Help Acrobat Tell me what you want to do

Paste Clipboard Font Paragraph Styles Editing

Lesson 1: Course Overview

Introduction to supplier management		Students will be able to navigate the eLearning and have a basic understanding of why the company uses suppliers		
Title, #	Media files	Visual instructions/ Developer notes	Page/Media text (On Screen)	Audio file narration
Introduction Screen #1	TBC	Demonstrate the visual of the NBC 2010 documents, then show a table and zoom/highlight a sentence.		Standards for spray polyurethane foam insulation are referenced in National Building Code of Canada (NBC) 2010 in Table 5.10.1.1, Sentence 5.3.1.3 (3), 9.25.2.2.1 (1)(g), and 9.25.2.5.(1).
Introduction Screen #2		Demonstrate the avatar of the supplier, then show materials and check the green box. Finally, show the avatar of the installer and then flash up a 'certified' stamp.		These state that the supplier must provide a material that meets CAN/ULC \$705.2 and only sell this material to certified installers.
Introduction Screen #3		Continuing from Screen#2 zoom to installer avatar/pic, then show a clipboard to the right CAN/ULC \$705.2 Application Standard and a checklist below in sync VO.	<ul style="list-style-type: none"> Following application guidelines Job site testing Proper filling of daily work records (DWR'S) Proper ventilation guidelines 	Certified installers must follow the CAN/ULC \$705.2 Application Standard which includes following application guidelines, job site testing, proper filing of daily work records (DWR'S), and proper ventilation guidelines.

Example of a storyboard in Word

This is what can be included in an eLearning storyboard:



Slide title/name



Screen text and elements
(see next step)



Graphics and animation



Navigation



Branching



Audio narration script

There's no one-size-fits-all solution, but there are some industry-standard methods for storyboarding that you can use as your foundation and adapt as required. To streamline the process, you can download the ready-made [PowerPoint](#) or [Word storyboard template](#) and customize them as desired.



Note: If you're going to include a large volume of information in your online course, divide it into short modules. This is what eLearners refer to as "microlearning." A microlearning course can be a 5- to 8-minute lesson or a series of short standalone lessons that cover one topic or target one specific learning objective. Follow this rule: one lesson – one skill.

Useful resources

- [eLearning Storyboard 101: How to Map out an Online Course? →](#)
- [Understanding microlearning: definition, benefits, and examples →](#)

Step 5.

Write a Script

Now that you know the structure of your online course, you need to write a script. When done correctly, a script serves as the backbone of your course design and transforms the subject matter into something engaging.

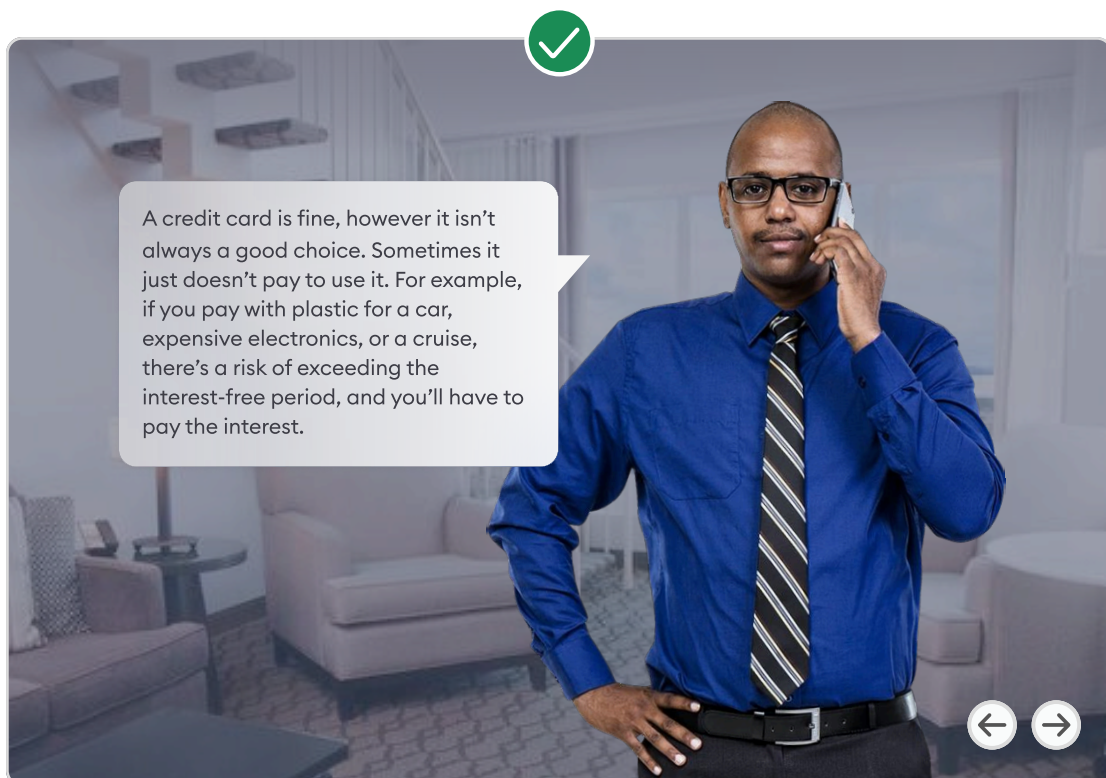
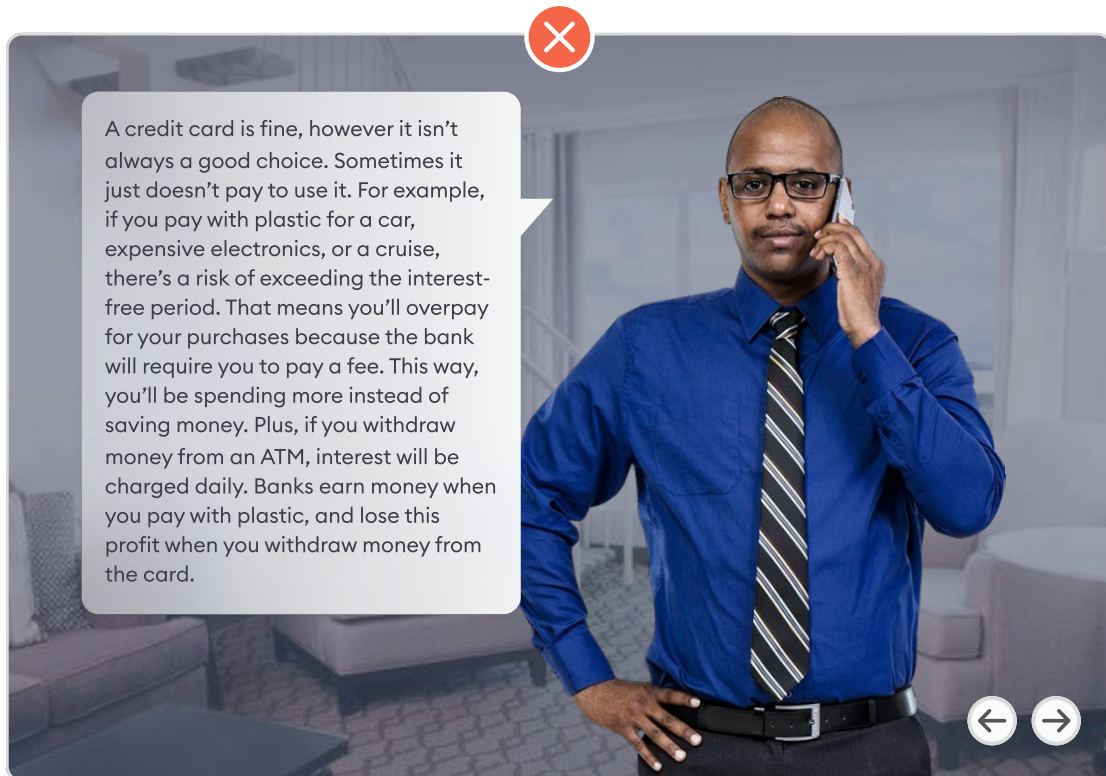
Very often, an eLearning developer has to deal with two types of scripts: an on-screen text and a narration script. Since there are different practices for writing them, let's have a look at each of these types separately.

On-screen text

Here, we mean all of the text a learner will see on the slides. To make it really helpful, you need to consider the following things:

Add only core concepts to the slides. If you want to provide some additional information, you might record a voice over or support the text with images, infographics, and videos.

Minimize the text on a slide. Eyes glaze over when they see large blocks of text, so try to make it as short as possible. Remove unnecessary words and break down long sentences; one line should have a maximum of 40 characters. Here, the main rule is one screen – one idea.



Make sure the content looks good on small screens. The text, as well as other content items, must be visible, whether a course is viewed on a tablet or a smartphone. Keep this in mind when creating a course and check how it looks on a smartphone at the end of the development process.

Narration script

Creating a narration script is about writing a text for learners to hear, not read. You may skip this step if you're not going to include a voice-over in your course.

If you're still planning to add narration, your primary task is to make a script that is listener-friendly. To do this, you need to turn it into a conversation. Your learners should feel like they're dealing with an actual person. So write a script that has a conversational tone, without complex sentences or a lot of acronyms and jargon. You can use contractions, transitional phrases like "now that we...", "let's examine...", or "let's shift gears...", and even slang.

After your script is ready, read it aloud. You may find that you need to replace or remove some phrases to make the speech smooth and clear. If so, make any necessary touch-ups.

You can also check the text for readability in the [Hemingway App](#). It will help you find lengthy complex sentences, passive voice constructions, and phrases that have simpler alternatives.

The screenshot displays the Hemingway Editor interface. At the top, there is a toolbar with options: Bold, Italic, H1, H2, H3, Quote, Bullets, Numbers, and Link. On the right side, there are buttons for 'Write' and 'Edit'. The main text area contains the following content:

Hemingway App makes your writing bold and clear.

The app highlights lengthy, complex sentences and common errors; if you see a yellow sentence, shorten or split it. If you see a red highlight, your sentence is so dense and complicated that your readers will get lost trying to follow its meandering, splitting logic — try editing this sentence to remove the red.

You can utilize a shorter word in place of a purple one. Mouse over them for hints.

Adverbs and weakening phrases are helpfully shown in blue. Get rid of them and pick words with force, perhaps.

Phrases in green have been marked to show passive voice.

You can format your text with the toolbar.

Paste in something you're working on and edit away. Or, click the Write button and compose something new.

On the right side, the Hemingway Editor logo is visible. Below it, the 'Readability' section shows 'Grade 6' and 'Good'. The word count is 'Words: 133'. Below this, there are five colored boxes with feedback:

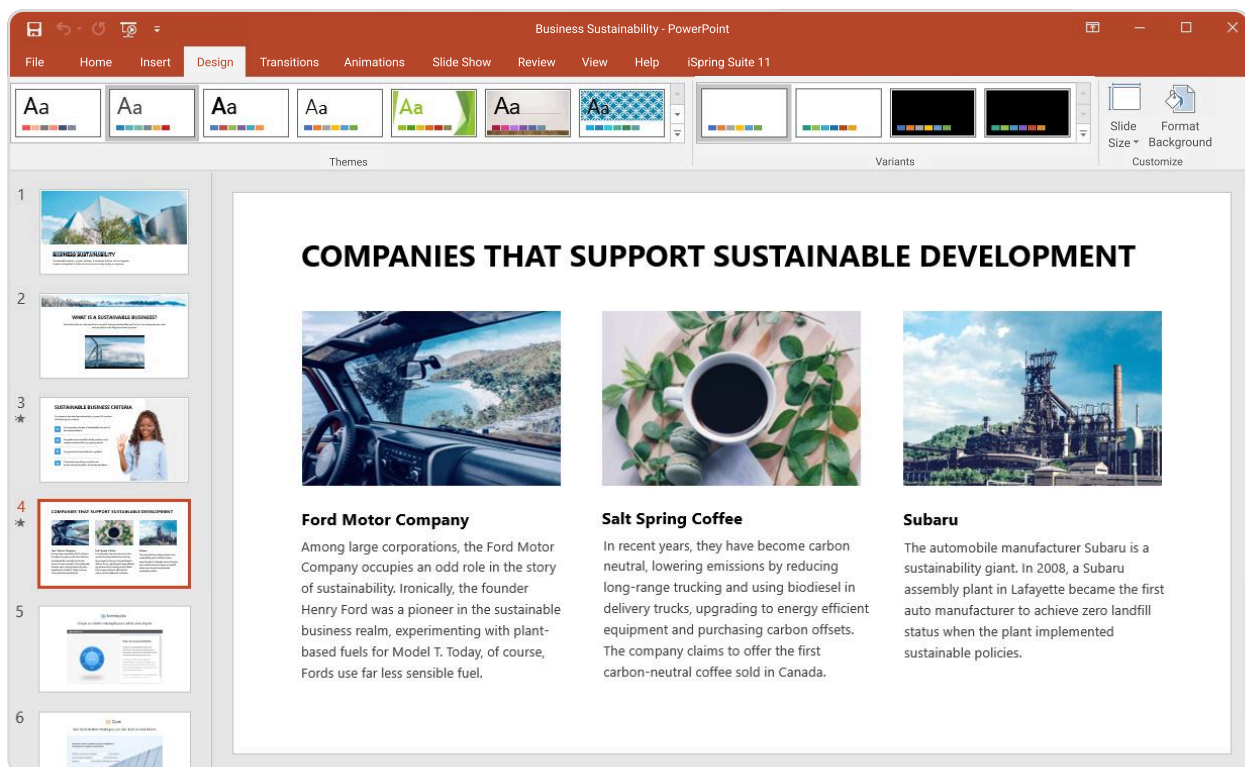
- 2 adverbs, meeting the goal of 2 or fewer.
- 1 use of passive voice, meeting the goal of 2 or fewer.
- 1 phrase has a simpler alternative.
- 1 of 11 sentences is hard to read.
- 1 of 11 sentences is very hard to read.

Step 6.

Put the Content Together

After you've structured your course, prepared all the necessary media, except probably a voiceover or video (we'll discuss how to record them in this guide too), and made a script, it's time to put all the content together in a course. We'll do this with the iSpring Suite authoring tool.

iSpring is a PowerPoint-based tool, so if you already know how to use PowerPoint, it will be very easy for you to start creating courses there. Simply populate the slides with the text, images, and videos by following your storyboard.



Useful resources

- [How to Convert PowerPoint to eLearning →](#)
- [How to Create a Training Module: A Blueprint for eLearning Success →](#)

Step 7.

Record or Add Audio and Video

As mentioned, audio and video can serve as great assets to support the text on the slides. Plus, they can help you make your online course even more engaging. However, if you're not going to record a voice-over or a video, feel free to skip this section and move to the next step.

Audio

Now that you have a narration script ready, you can record a voiceover. The question is whether you invite a professional voiceover artist or do it yourself. Whatever you choose, here are several tips to get the best out of voice over (VO) recording:



Find the quietest place possible. If you don't have a special recording studio, you can try to use different locations, like a tiny room, a walk-in closet, or even a vehicle in a garage.

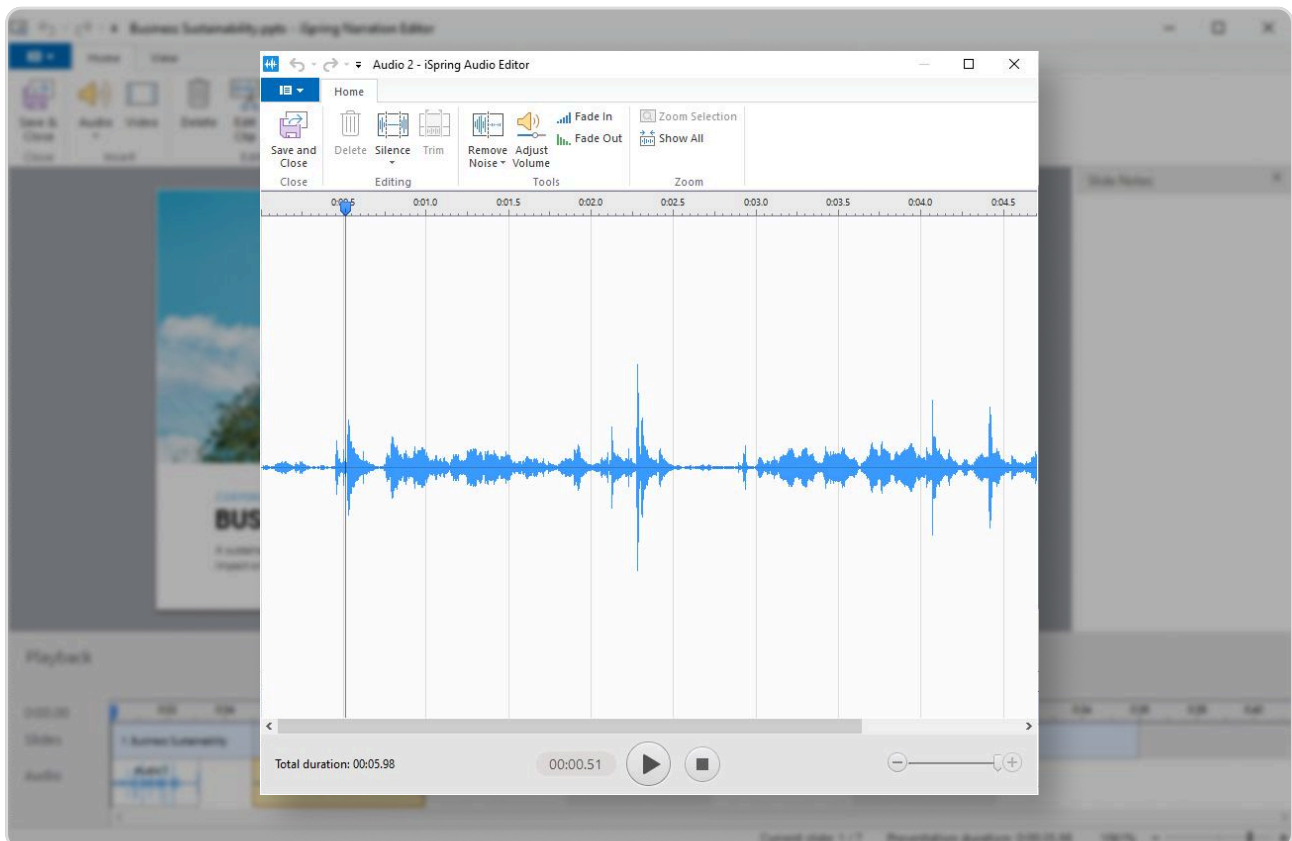
Try to get as much recording time as you can with your VO artist on the same day, as a voice can change from day to day, and even from morning to afternoon.

Use a good-quality external microphone. Before recording, check if your microphone is properly set up and adjust the settings, if necessary.

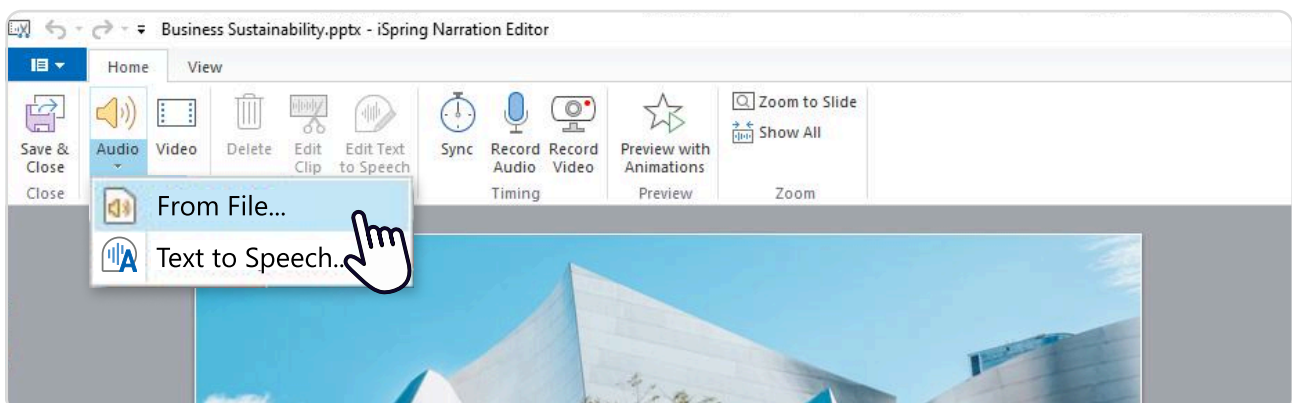
Prepare your voice for recording. Have tea with lemon before recording to get your voice deeper and 'cleaner.' Moisturize your lips so they don't stick together and the words will form correctly when speaking.

Make sure you create your narration script early in the development process to reserve time for edits.

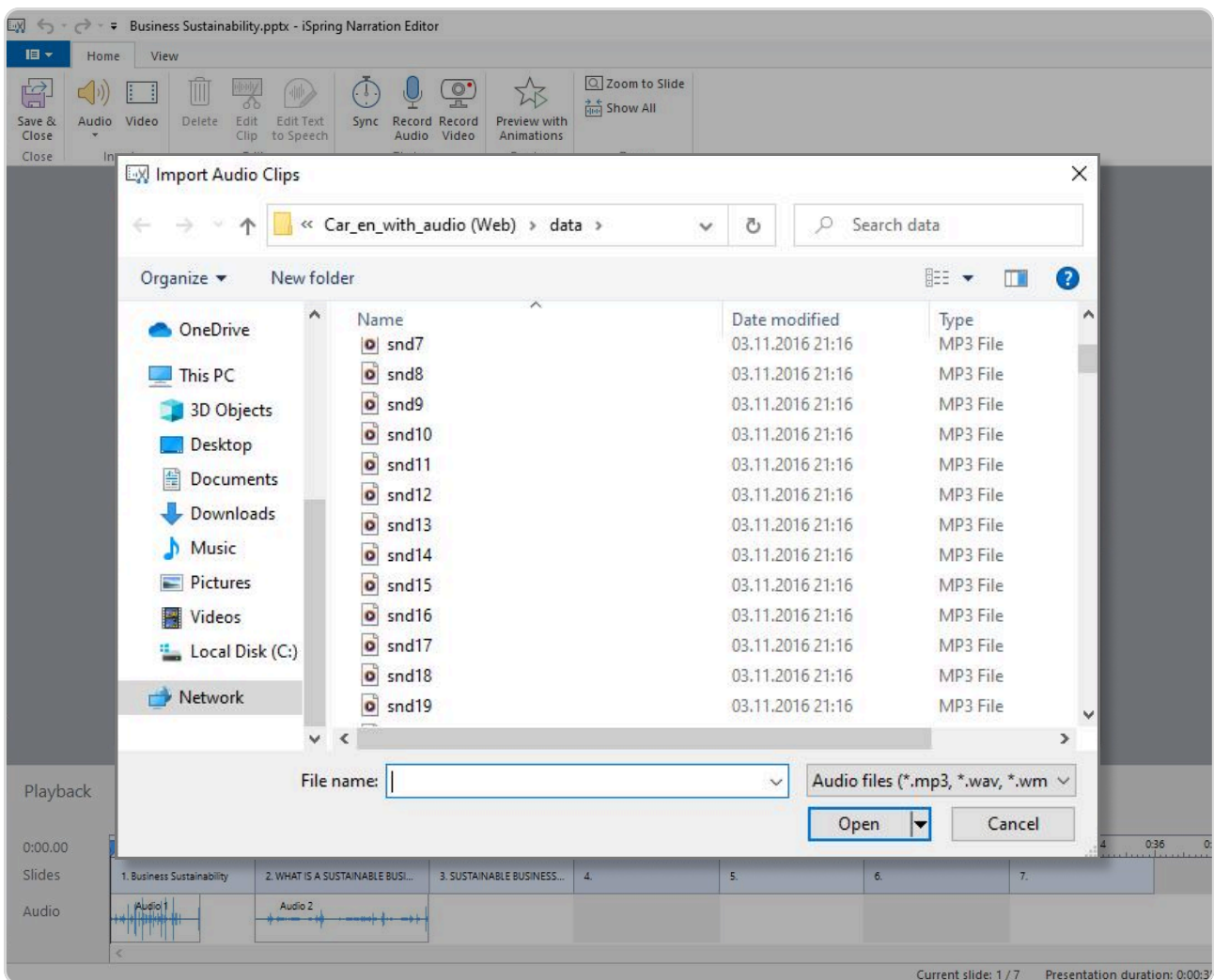
After your prep work is done, it's time to record your VO and you can do this right in iSpring Suite. It has a built-in audio recorder that allows you to record your audio narration and easily sync it with animations and transitions on the slides. The tool also provides editing options like trimming audio, adjusting volume, removing noise, and even silencing an entire section.



If you are used to recording voice-overs with another tool or just need to add some sound, you can import an existing audio file with iSpring Suite.



But what can you do if you're not a good narrator and have a restricted budget for hiring a professional VO artist? Luckily, with iSpring Suite, you can make a compelling voice-over in minutes, without even involving narrators. You just need to add your narration script to the text-to-speech editor, select a language, the desired voice profile – and voila, your voice-over is ready. It's that easy.



Convert Text to Speech

Characters remaining: 1M

Language: English (United States) Voice: Bob (Natural voice) Preview voice

Text: This course covers essential information security for office workers. With it, you'll learn how to avoid exposing corporate and personal data to cybercriminals.

SSML Editor ☒

Pause Speed Say As Pronunciation

190/4000

Preview ?

0:00/0:00

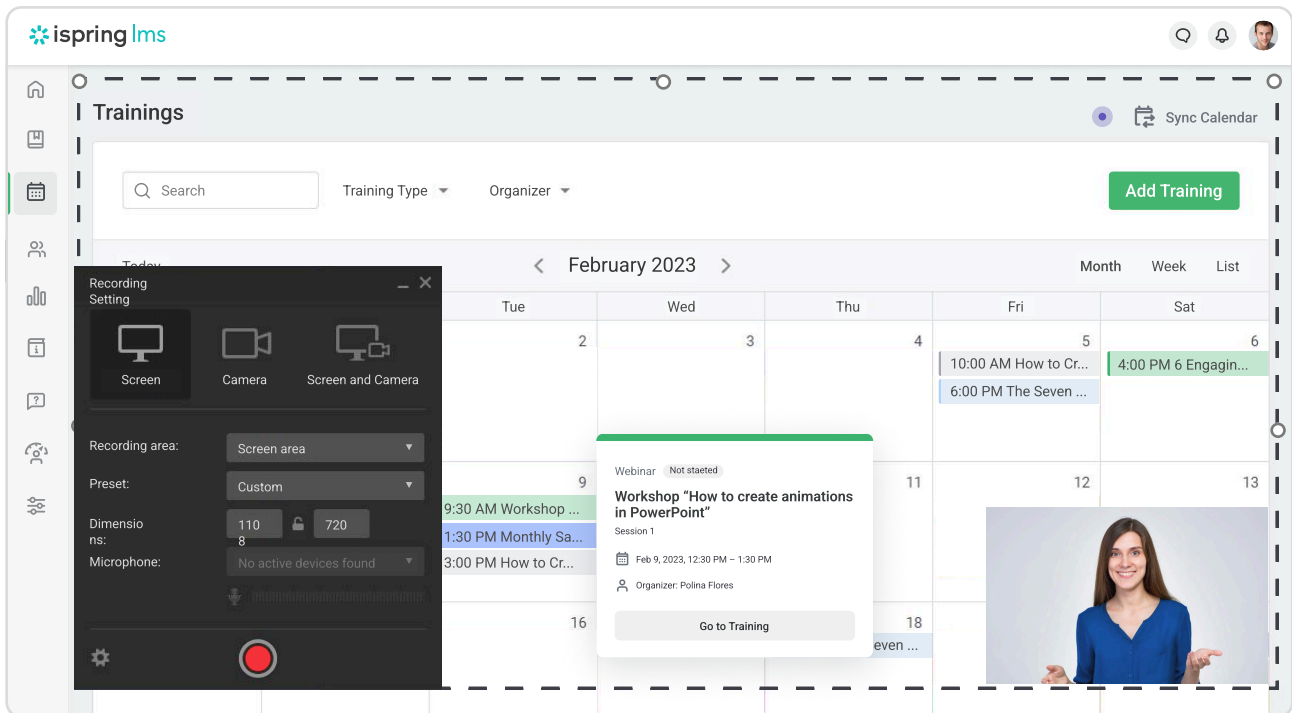
Insert text from notes Insert Cancel

Useful resources

- [How to Record a High-Quality Audio Narration at Your Workplace →](#)
- [How to Add Narration to a PowerPoint Presentation →](#)

Video

With iSpring, you can also import or record a video. It includes a professional video studio that enables you to record your screen with webcam and audio. This tool has all the necessary features to make professional-looking videos. For example, you can delete unwanted fragments, add titles and captions, insert images and infographics, or create transition effects.



iSpring Suite is perfectly suited for both making complete video courses and adding video fragments in specific places throughout your course. For instance, add a video to show your new hires how to use specific software, walk your employees through some work process, or explain an incorrect answer in a quiz.

Useful resources

- [How to Make Tutorial Video: A Complete Guide →](#)
- [How to Create an Employee Training Video: A Practical Guide and Tips →](#)
- [How to Make a Screencast: Tips and Tricks →](#)

Step 8.

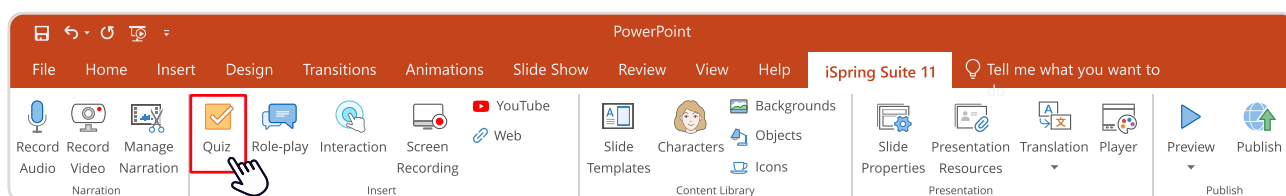
Add Assessments and Knowledge Checks

Quizzes and tests are primary tools for checking knowledge in eLearning. They allow you to keep track of employees' progress and let you see what has been learned and what has not.

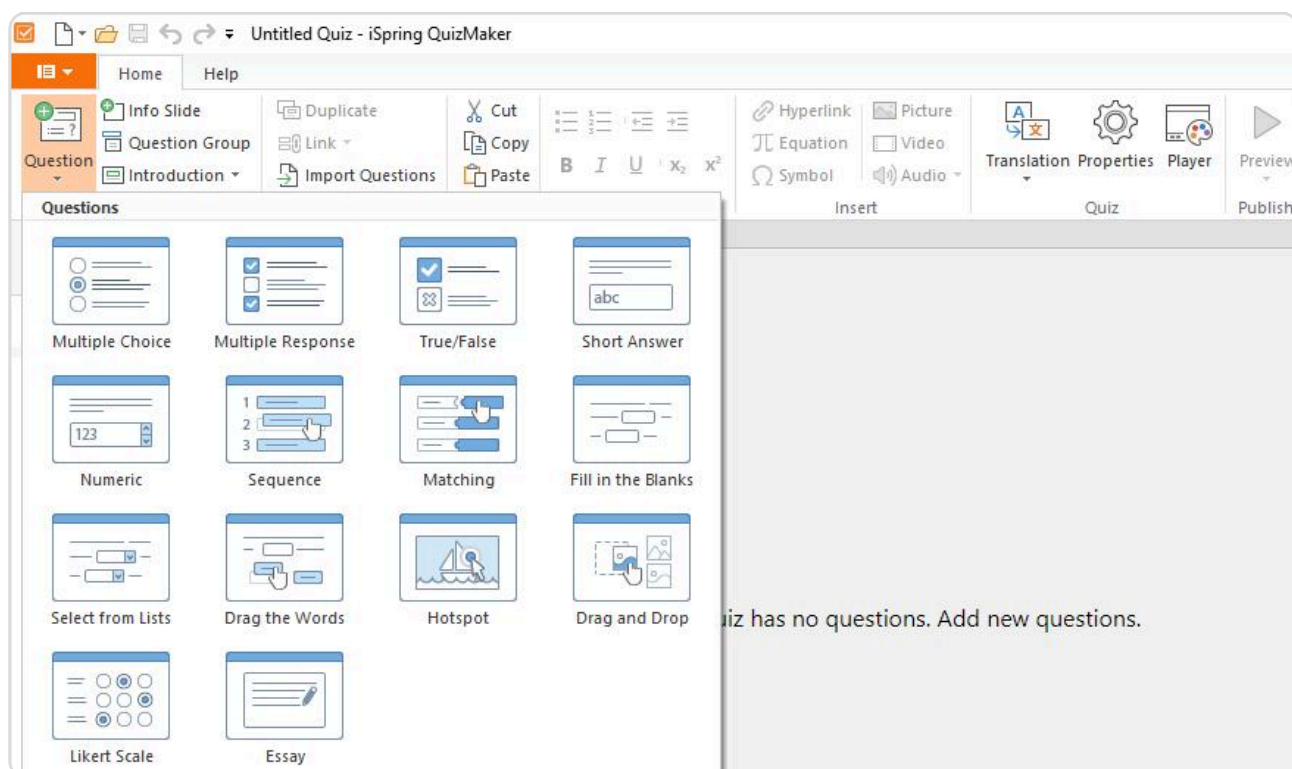
If you're going to create a course to sell it online, assessments may not be your primary goal, but interactive quizzes can still drive learners' engagement and help them retain new information longer, so it is certainly beneficial to include them in your courses. However, not all quizzes are effective. Good assessments are those which are properly integrated into the course or the entire training process, are relevant, and well written.

Many of the best instructional designers develop questions before the rest of the learning content and then build the content to answer those questions.

You can create quizzes with the iSpring QuizMaker tool.



It has 14 question types, including matching, sequence, hotspot, fill-in-the-blanks, and drag-and-drop.






Here are a few tips on how to make your quizzes even more engaging and work for you even better.

Branching

Branching creates a non-linear scenario in your quiz that leads to another slide, depending on the learner's answer. For example, when a learner answers a question incorrectly, you send them to an info slide to additional information, while those who answer correctly proceed to the next question.

True/False Question

The mountain was officially named after George Everest, a retired Surveyor General who never even saw the peak.



Choices

Correct	Choice
<input checked="" type="radio"/>	True
<input type="radio"/>	False

Feedback and Branching

	Feedback	
Correct:	That's true! Sir George Everest was the leader of the British survey team which	
Incorrect:	In fact, this is true. The mountain was named after Sir George Everest, the	

→ Next Slide

✗ Finish Quiz

Question Group 1

Beginning of Group


→ 0

Video and audio

With iSpring, you can enhance a quiz with audio and video. Add video/audio to the questions themselves; to the answers; or incorporate the assets into a branching scenario with info slides like the one shown below.

Info Slide

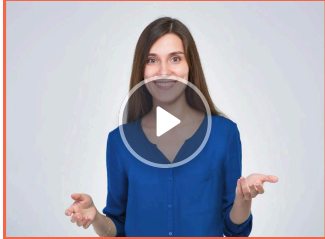
SUSTAINABLE BUSINESS CRITERIA





Description

A business is described as sustainable (or green) if it matches the following four criteria:

1. It incorporates principles of sustainability into each of its business decisions.
2. It supplies environmentally friendly products, which replaces the demand for non-green products.
3. It is greener than the traditional competition.
4. It has made an enduring commitment to environmental principles in its business operations.

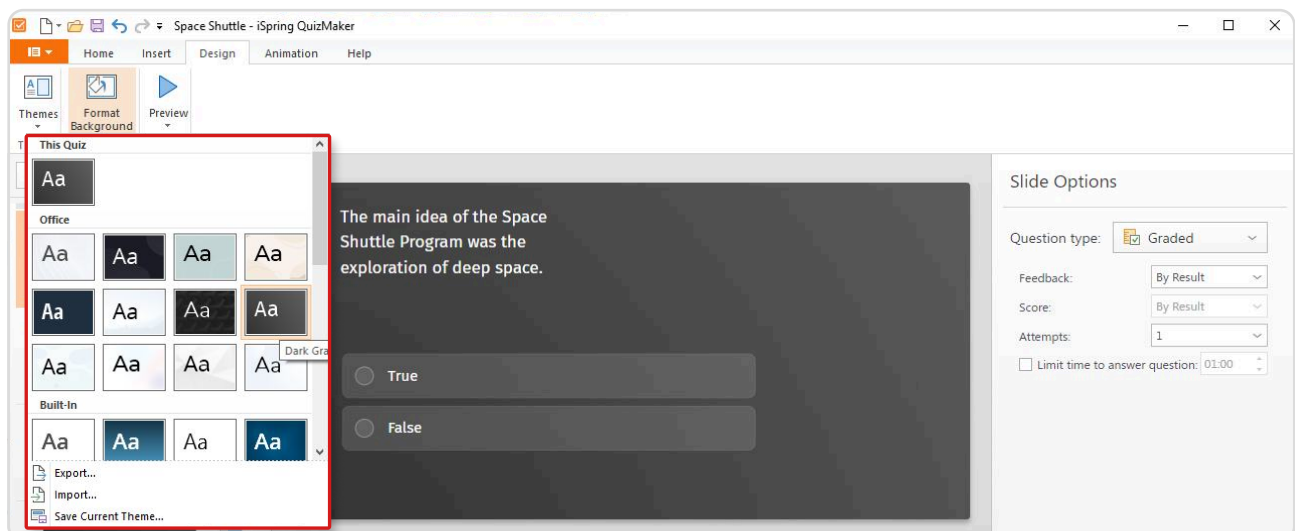


Feedback and Branching

	Feedback	Branching
Answered:	(Feedback is disabled)	 

Quiz design

To make the quiz look appealing and match the overall look of your course, you can customize your slide design. Set the font, change the layout, and choose a color scheme for the question.

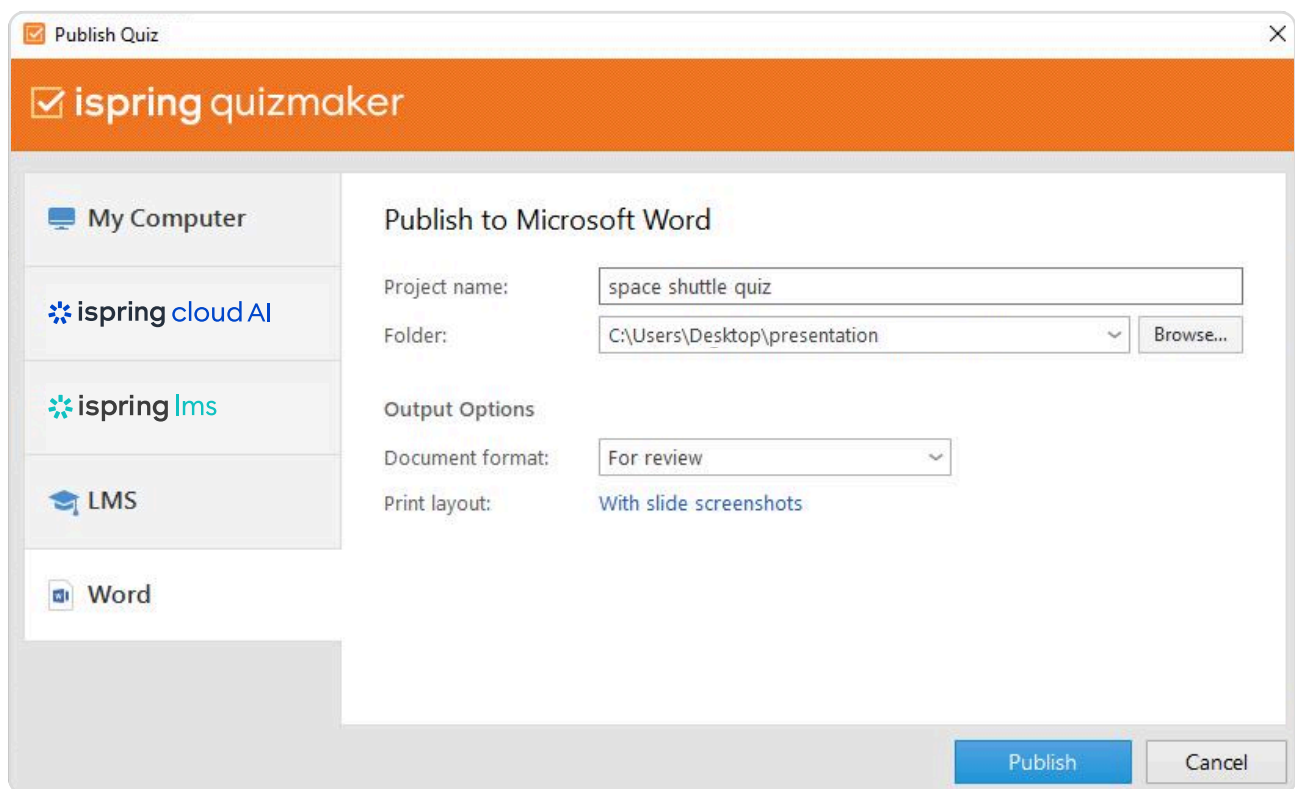


The screenshot displays the iSpring QuizMaker software interface. The main window shows a quiz slide titled "The main idea of the Space Shuttle Program was the exploration of deep space." with "True" and "False" options. On the left, a "Themes" panel is open, showing a grid of theme preview cards. The "Office" section includes various color schemes, and the "Built-In" section includes a "Dark Gray" theme. Below the grid are buttons for "Export...", "Import...", and "Save Current Theme...". On the right, the "Slide Options" panel is visible, showing settings for "Question type" (Graded), "Feedback" (By Result), "Score" (By Result), "Attempts" (1), and a "Limit time to answer question" (01:00).

When the quiz is ready, you can easily share it with your peers, colleagues, or other stakeholders to get feedback.



Note: If your reviewers don't have iSpring Suite, you can publish your quiz to Word. This will produce a DOC file with all questions, answers, and their feedback on the quiz. Your stakeholders will be able to review the test right in Microsoft Word and send it back to you.



Useful resources

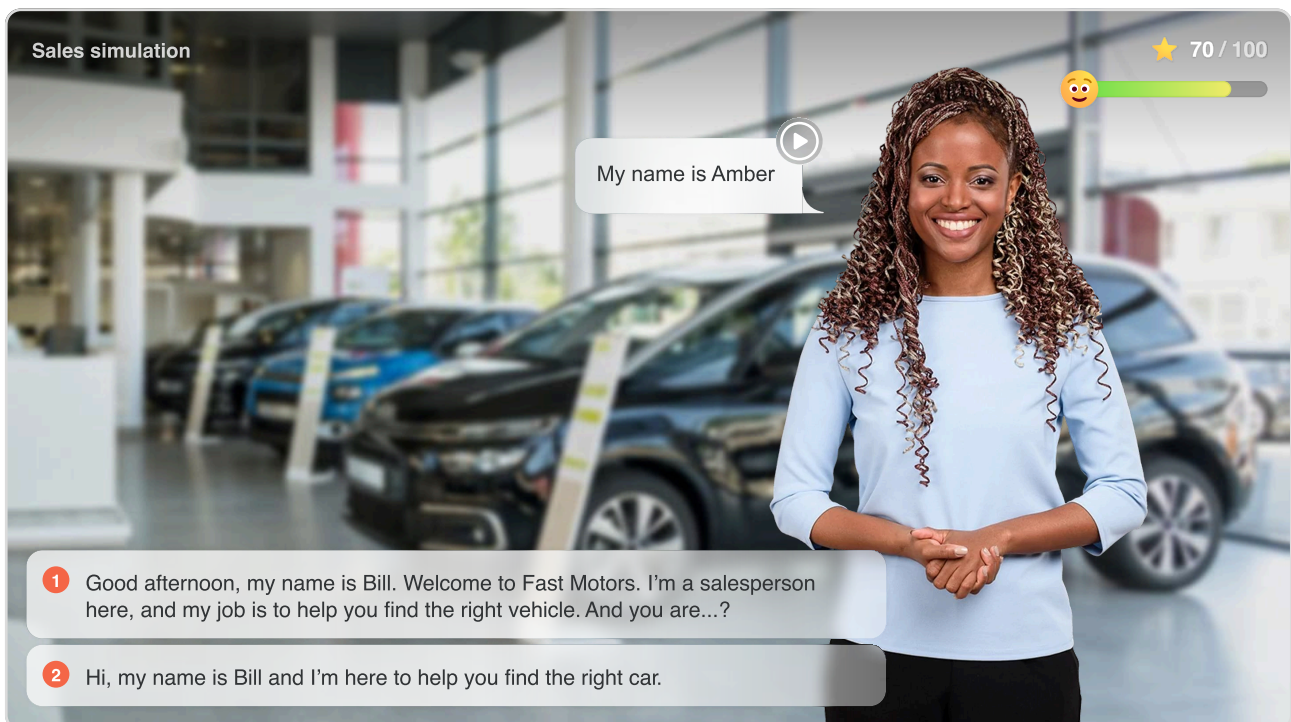
- [How to Make an Online Quiz in iSpring Suite Like a Pro →](#)
- [Knowledge Checks in eLearning: Assess to Success →](#)

Step 9.

Create a role-play

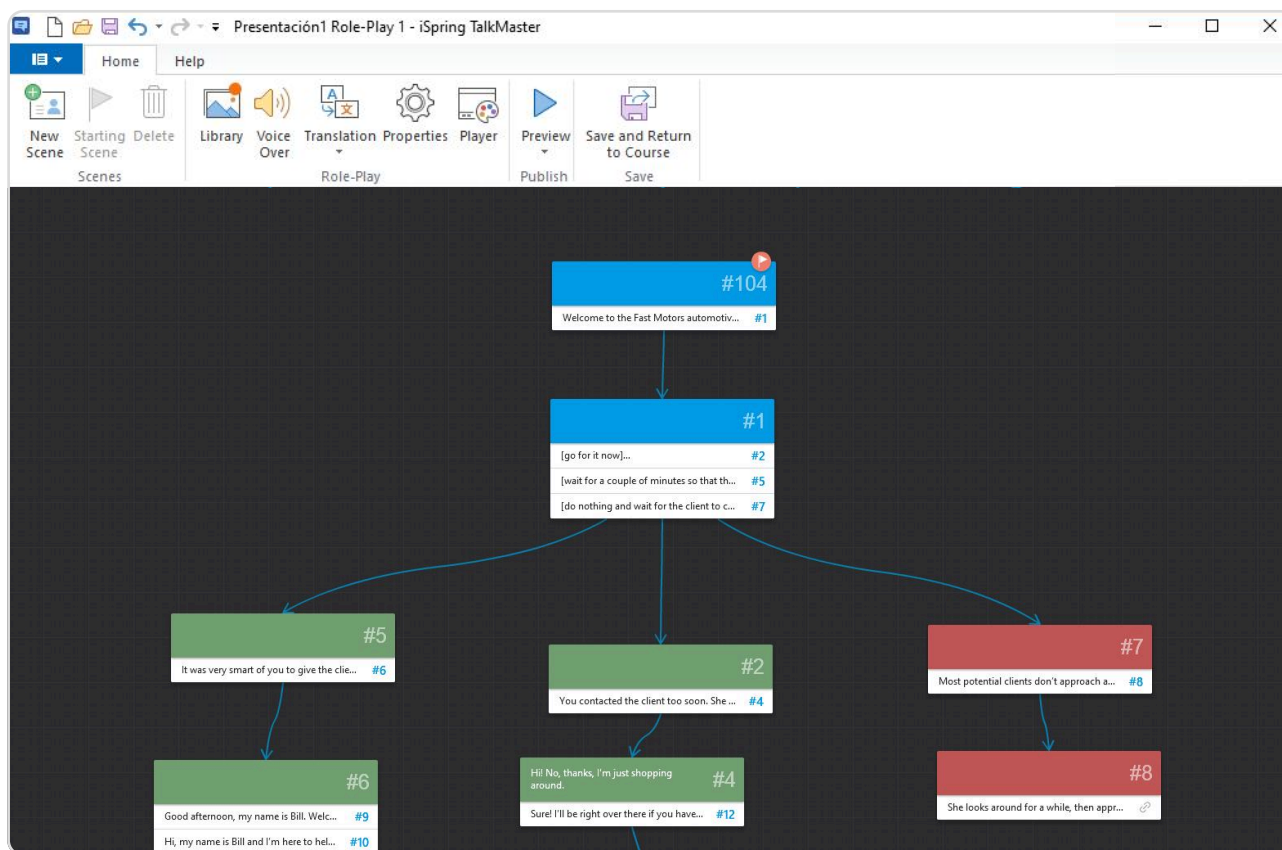
If you're going to build a course for sales professionals and customer service agents to allow them to improve their communication skills, one of the best ways to do that is to create a role-play simulation, aka a scenario. This is an interactive exercise that imitates an actual conversation with a person and helps people master communication skills in a risk-free environment – without the risk of ruining a deal or damaging client relations.

iSpring Suite includes a tool that allows you to make realistic simulations quickly and easily. This is what a role-play created with iSpring looks like:



The principal feature of a role-play is its branched scenario, where each decision has consequences. It works like an actual communication between two people: say something inappropriate and you'll anger your interlocutor; be friendly and polite and they'll reflect your sentiment.

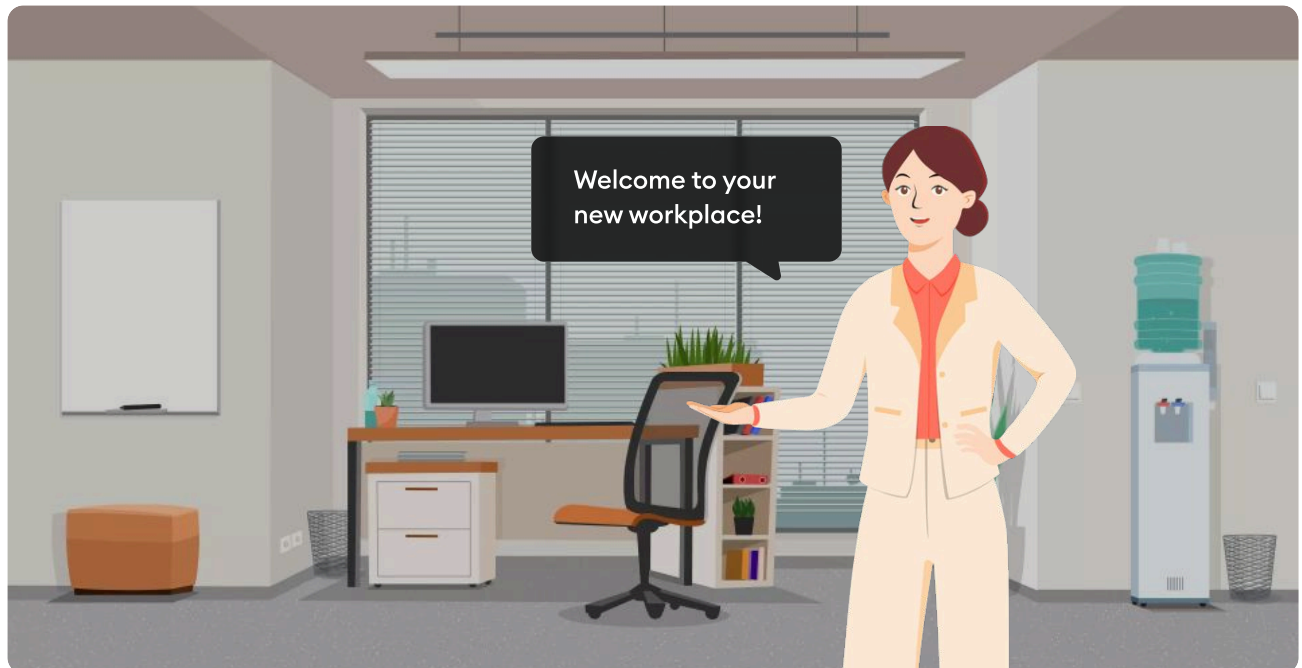
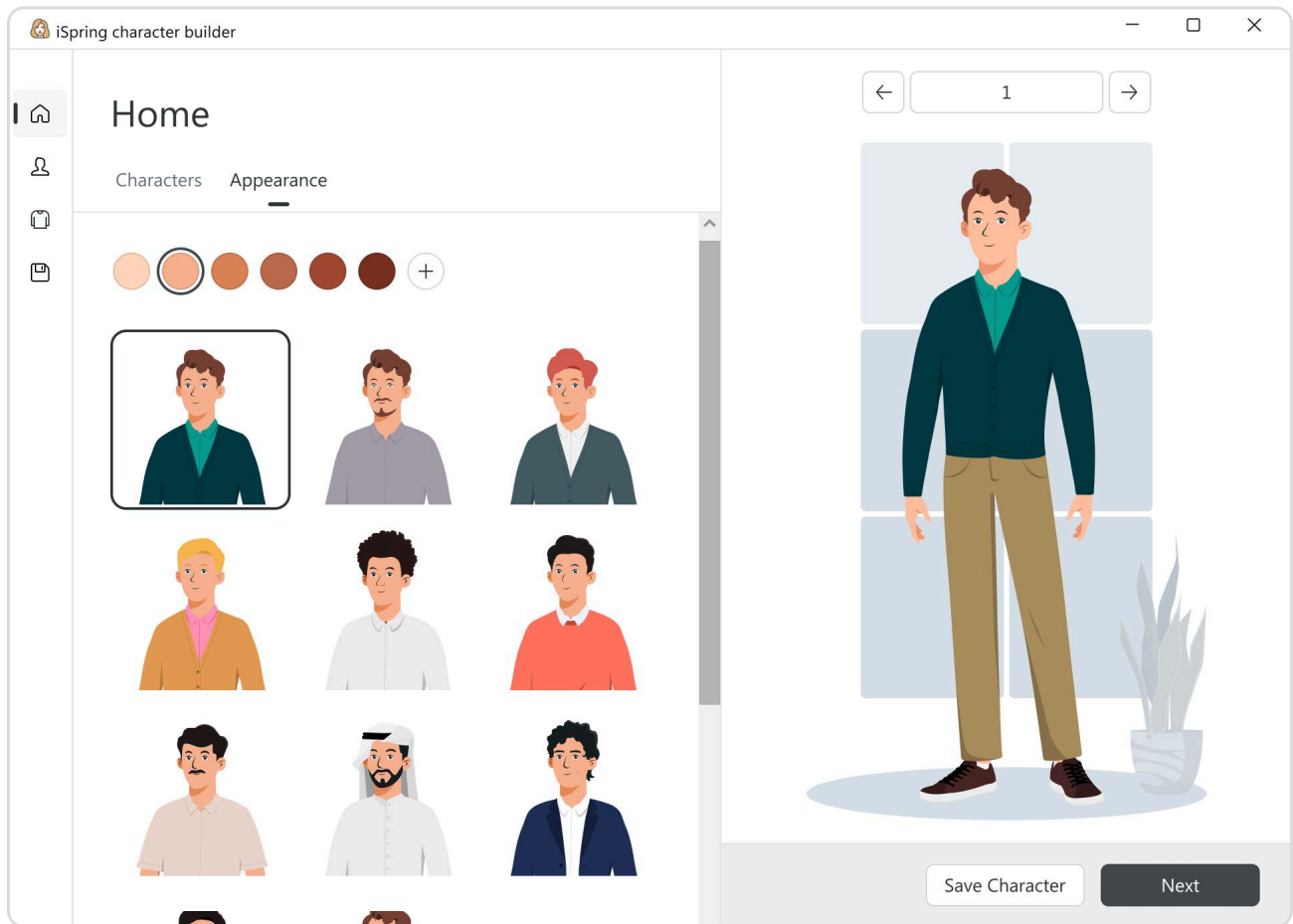
With iSpring Suite, you can build a dialogue tree – a well-organized structure that you can manipulate with one click.



To make a role-play more realistic, you can add backgrounds, characters for each scene, and add voice-overs. You can upload your own images or use the collection of built-in assets. A great way to save time on course development is to use [iSpring Content Library](#), which offers an enormous set of characters of different ages, ethnic groups, and professions, and a huge collection of locations suitable for any type of situation.

Useful resources

- [13 Customer Service Role-Play Scenarios: \(+Scripts to Master\) →](#)
- [Project-Based Learning 101: A Complete Guide →](#)

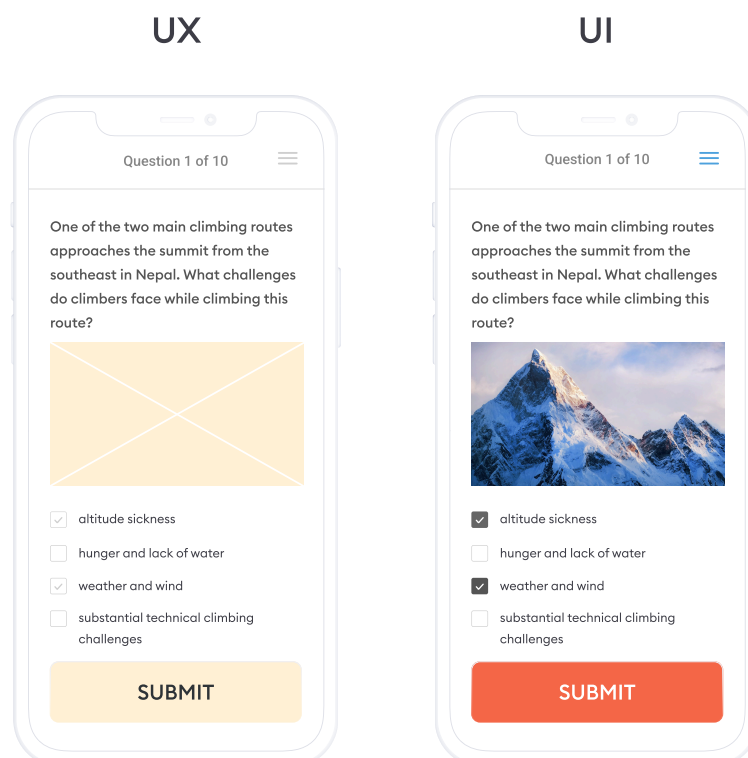


Step 10.

Apply UI/UX Best Practices

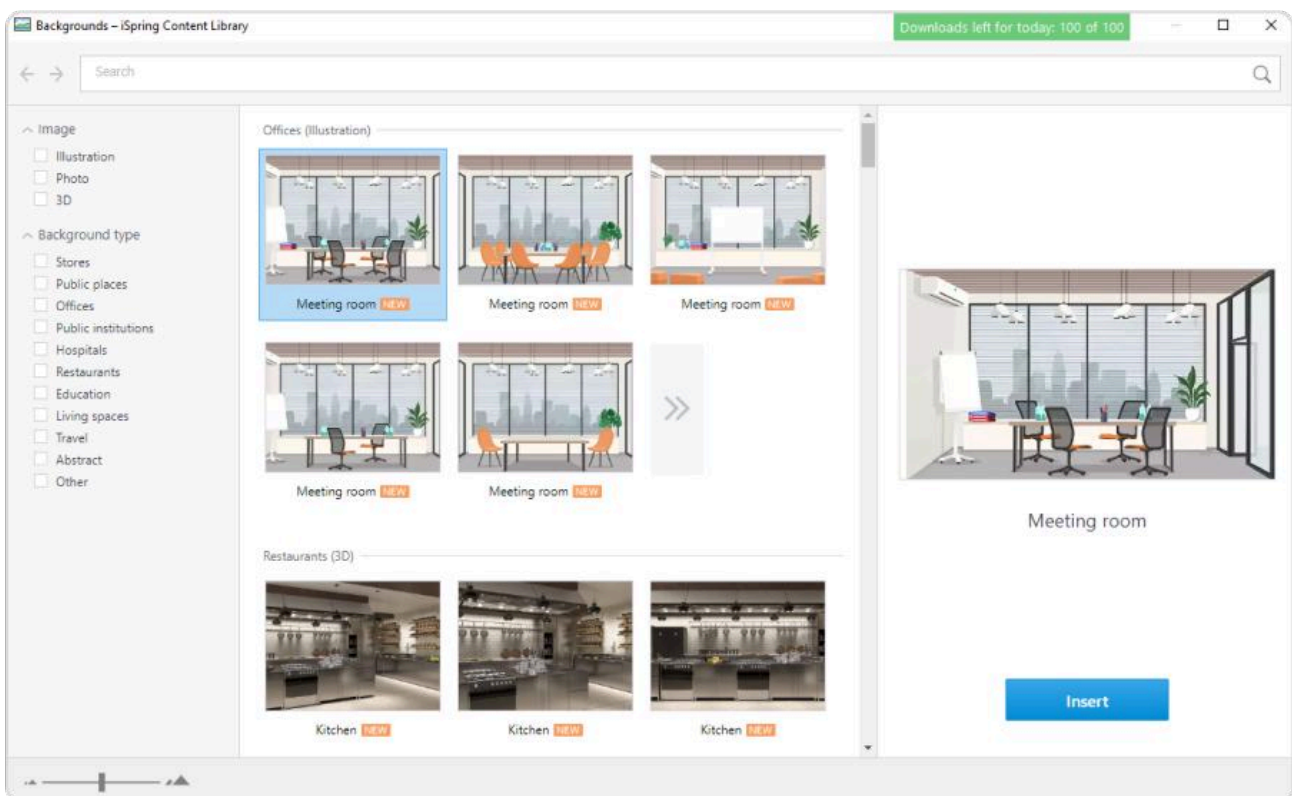
Even if the content is useful and interesting, the online course won't engage learners if it looks sloppy and pale. To create beautiful eLearning modules, you should be familiar with the notions of UI and UX. Fortunately, if you're going to create online courses with iSpring Suite, you don't need to be a professional designer – it's quite enough to know the main UI/UX practices. But first, let's dive deeper into what these abbreviations mean and how these concepts compare.

Simply put, UI (user interface design) is what makes an online course visually attractive. It uses the principles of graphic design and typography to bring the UX (user experience design) to life. UX refers to the way an eLearning module feels for a person – focuses on the learner's experience, satisfaction, and usability. So, using the restaurant analogy, "UI is the table, chair, plate, glass, and utensils. UX is everything from the food to the service, parking, lighting, and music." (Ken Norton, Partner at Google Ventures).



To learn about the basic principles of UX and UI and find out how to make an online course even more appealing for learners, read on or watch this video:

As mentioned, with iSpring, you don't need to be a UX/UI guru. You can use the ready-made templates from iSpring Content Library, arrange various blocks like a title slide, chapters, and info slides in the order you want, and simply populate them with your text and images. It also includes ready-made icons and objects.



Useful resources

- [How to Create a Mobile-Friendly Online Course: 10 Must-Follow Rules →](#)
- [Online Course Design for eLearning – 6 Graphic Design Principles →](#)
- [UI Design Dos and Don'ts →](#)

Step 11.

Ensure Your Content Accessibility and Mobile Readiness

If you're a government agency interested in training employees online, or any other business that aims to make its eLearning fully accessible for people with impairments, you need to create courses that comply with Section 508. This is part of the Rehabilitation Act of 1973, which requires that all electronic information be available for people with disabilities.

PPT accessibility

It's convenient to prepare slides for your courses in PowerPoint since Microsoft itself offers ways to make your presentation accessible for learners. For example, you can use a screen reader, alt text, and built-in layouts for images.

Microsoft also provides a built-in accessibility checker. When the checker is used, it shows a list of potential accessibility issues with suggestions on how to address them. The course creator can fix these issues to make the slides more accessible to people with disabilities.

The screenshot shows the 'Info' panel in iSpring Suite. On the left is a red sidebar with navigation options: Info, New, Open, Save, Save As, Save as Adobe PDF, History, Print, Share, Export, Close, Account, Feedback, and Options. The main area is titled 'Info' and shows the presentation title 'Business Sustainability' with a subtitle 'Desktop » Business Sustainability'. Below this are three main sections: 'Optimize Media Compatibility', 'Protect Presentation', and 'Inspect Presentation'. The 'Optimize Media Compatibility' section explains that optimizing media can improve experience by removing embedded subtitles and alternate audio tracks, and notes that one media file was inserted with a previous version of PowerPoint. The 'Protect Presentation' section allows controlling what types of changes people can make. The 'Inspect Presentation' section includes three sub-sections: 'Inspect Document' (checking for hidden properties or personal information), 'Check Accessibility' (checking for content that people with disabilities might find difficult to read), and 'Check Compatibility' (checking for features not supported by earlier versions of PowerPoint). On the right side of the panel, there are sections for 'Properties' (Size: 7,64MB, Slides: 7, Hidden slides: 0, Title: Business Sustainability, Tags: Add a tag, Categories: Add a category), 'Related Dates' (Last Modified: Today, 17:41, Created: 07.10.2019 15:37, Last Printed), 'Related People' (Author: DP Daria Polyakova, Last Modified By: AC Anastasia Chebasova), and 'Related Documents' (Open File Location, Edit Links to Files, Show All Properties).

Section 508 compliant content in iSpring Suite

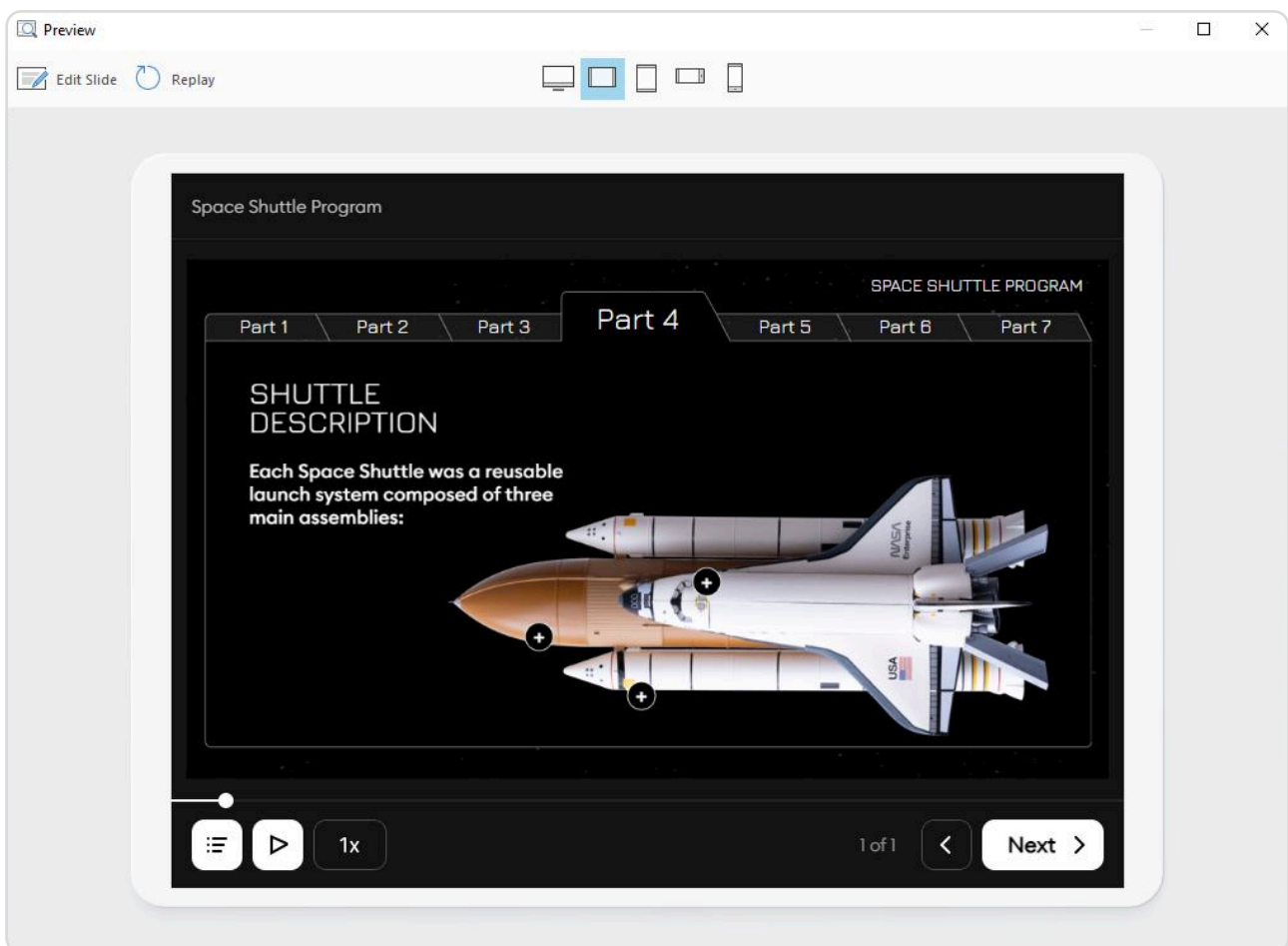
Though the Microsoft Accessibility checker is a great option, with iSpring Suite, you can make courses accessible to individuals with a visual impairment even faster and easier. To create accessible content, you don't have to develop a separate version of your course, master a new tool, or even invest your time in checks – you just build a course in the respective editor, as you always do, and tick a single checkbox.

Here's how a course slide looks in different modes:

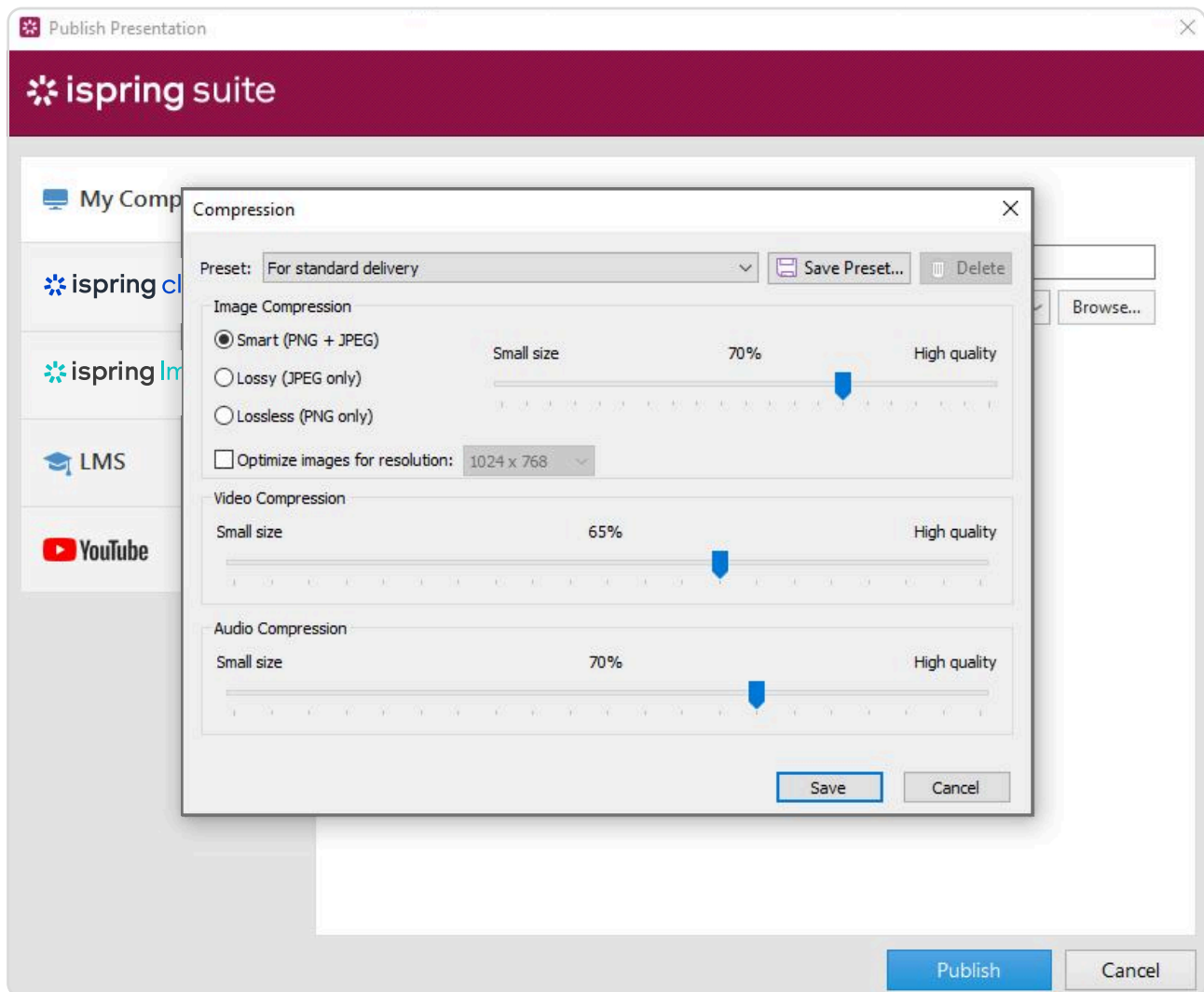
The image shows two side-by-side screenshots of a course slide. The left screenshot is titled 'Sales simulation' and features a woman named Amber in a car dealership. A speech bubble says 'My name is Amber'. Below the video, there are two numbered options for a multiple-choice question: '1. Good afternoon, my name is Bill. Welcome to Fast Motors. I'm a salesperson here, and my job is to help you find the right vehicle. And you are...?' and '2. Hi, my name is Bill and I'm here to help you find the right car.' The right screenshot is titled 'Character emotion: Puzzled' and shows the same woman. It displays the question 'My name is Amber.' and the same two numbered options. Both screenshots have an orange 'b' logo in the top left corner.

Mobile readiness

Courses created with iSpring Suite play well on any device, including PCs, Macs, tablets, and smartphones. However, before publishing the content, ensure that it displays perfectly on each device type. You can do this in a few clicks by using a Preview mode.



When finishing a course, you may also need to think about how extensive the content you're providing is and if it is compressed to the level that the learners' device can readily process. You can choose presets that adjust files for various levels of image, audio, and video compression. This will help you find a balance between file size and quality.

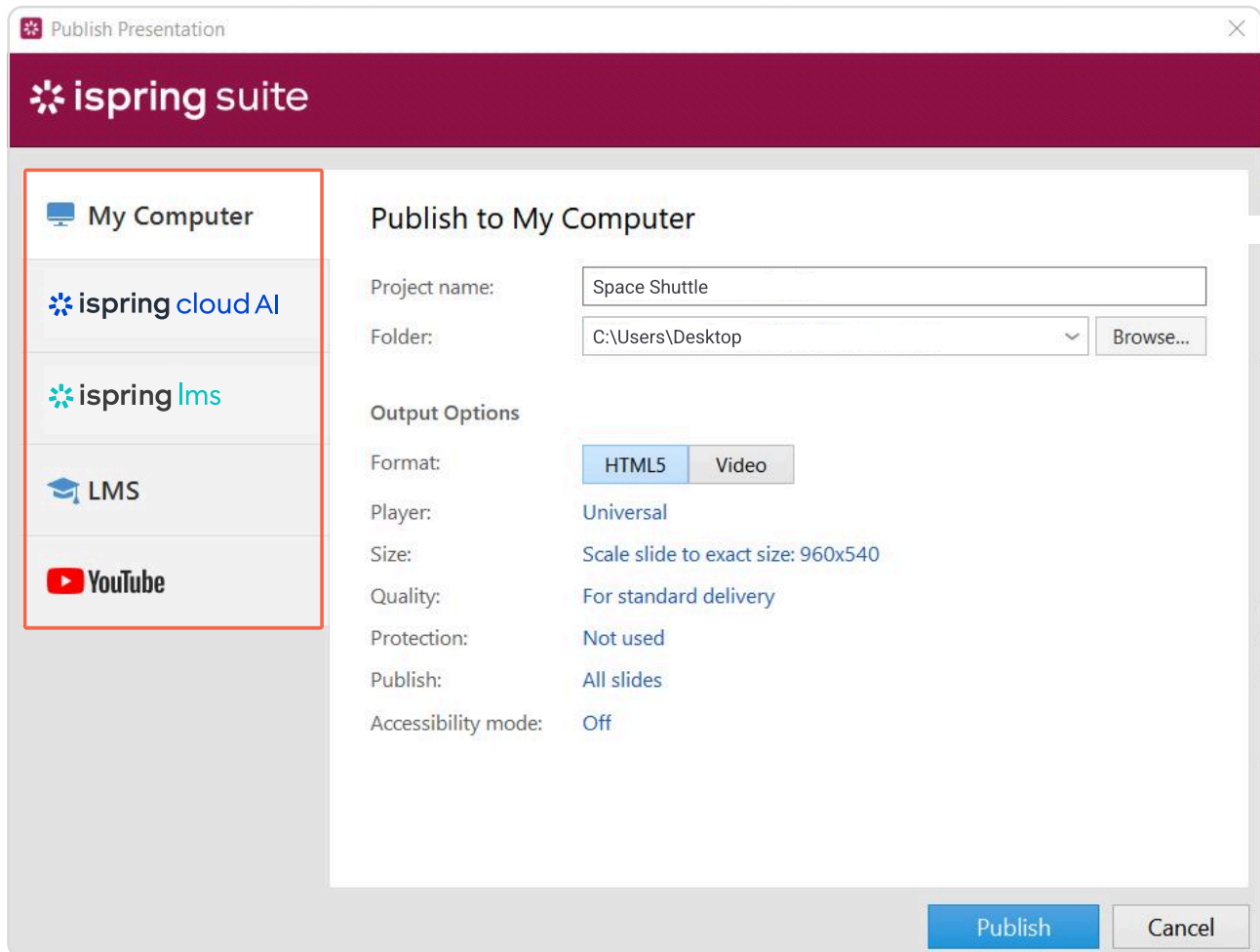


Step 12.

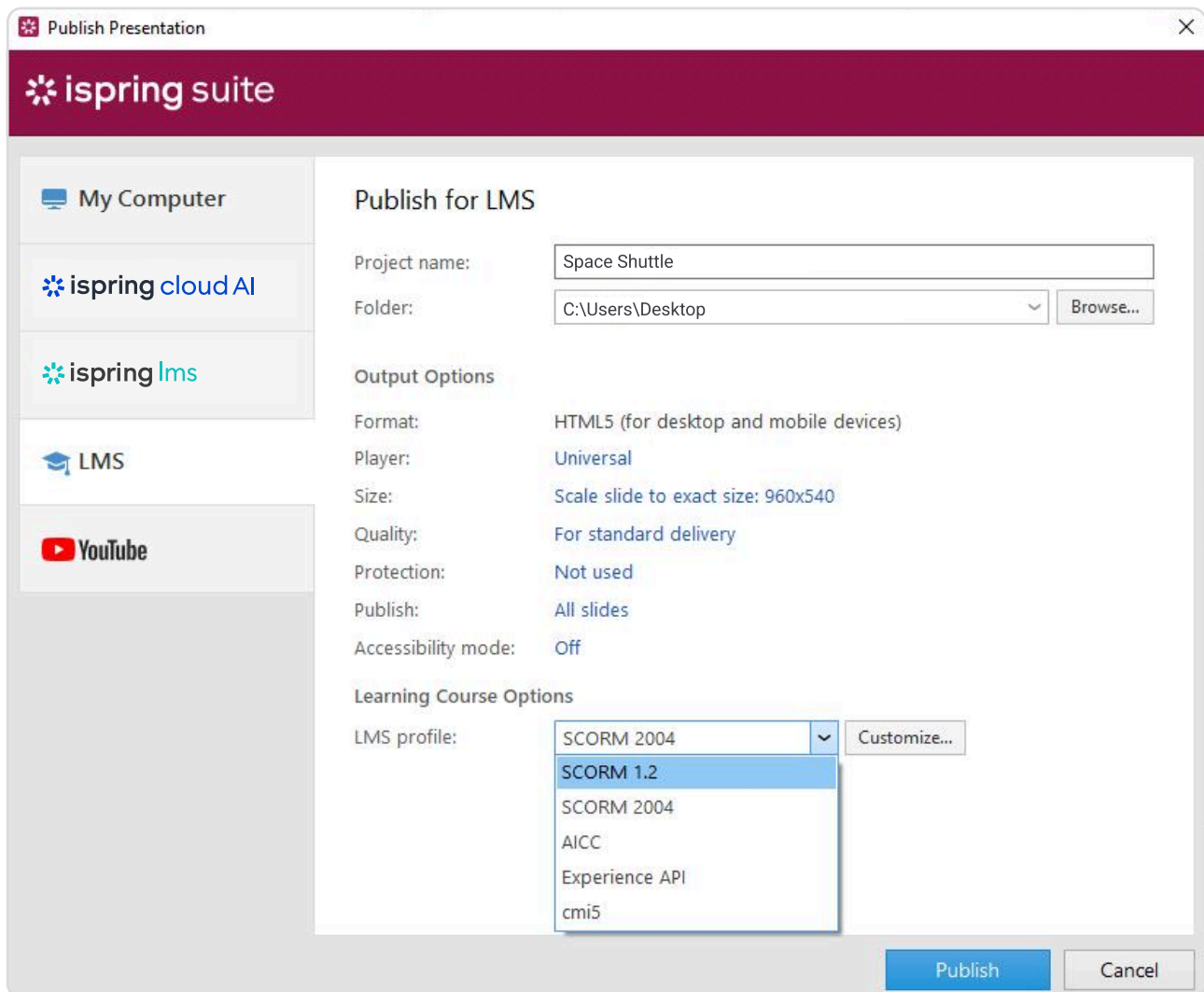
Publish Your Course

Now that you've planned, designed, and developed your eLearning content, it's time to pull it all together by publishing your course.

iSpring allows you to publish content in several ways: to My Computer, to iSpring LMS, to other LMSs, and to YouTube.



The format you'll publish your course to will depend on your goals and the platform from which you're going to distribute it. For example, if you're going to showcase your course in your blog, choose HTML5. If you're planning to upload it to your LMS, find out what eLearning formats it supports (SCORM, xAPI, etc.). If you're aiming to sell courses online, check out the formats that your selling platform accepts (video, PDF, or maybe even SCORM if it's a highly progressive platform).



Useful resources

- [What Is SCORM? A Complete Guide for 2026](#) →
- [How to Create a SCORM File from Course Content](#) →

Summary

We hope these basic instructional design processes and guidelines help you develop better, more engaging, and more effective e-courses!

If you still haven't checked how easy and fast it is to build learning content with iSpring Suite, [get a free 14-day trial](#) and try out all of its features for nothing.

Become an eLearning pro in 20 lessons

Enroll in our online program “**How to Create an Interactive Online Course**” to master every stage of course development – from identifying learning objectives and creating a storyboard to perfecting the graphics and publishing your project online.

And create your first course under the expert guidance of a senior instructional designer.

Take the first lesson right now

[Learn more](#) →

The screenshot displays the 'ispring academy' course page. The header includes navigation links for 'My Courses', 'My Trainings', and 'Catalog', along with user icons. The main content area features a 'Back to My Course' link and a 'Learning Track' section with a deadline of 'Complete before Jun 3, 2023, 3:00 AM'. The course title is '« How to Create an Interactive...'. Below this, there are two tabs: 'Outline' and 'About Learning Track'. The 'Outline' tab is active, showing a list of three lessons. Each lesson has an icon, a title, a completion deadline, and a status. Two chat bubbles are overlaid on the right side of the interface.

Lesson	Icon	Title	Deadline	Status
1	Person with gear	1. What is an Instructional Designer?	Complete before Jun 3, 2023, 3:00 AM	
2	Stack of books	2. Fundamental Principles for Creating Effective Courses	Complete before Jun 3, 2023, 3:00 AM	Not Started
3	Gear with checkmark	3. Instructional Design. Theories and Methods	Complete before Jun 3, 2023, 3:00 AM	Not Started

Chat Bubble 1: Hi, Alex! You haven't researched the audience of your course. That's why there are some issues with the logic here. It is unclear who needs your course. I've recorded a lesson for you on this subject: [\[link\]](#)

Chat Bubble 2: Thank you! I didn't think this was important. I'll watch the lesson.

This course is perfect for:

Aspiring instructional designers and eLearning specialists

Learn to design effective courses for any task and captivate your learners.



Business coaches and HR specialists

Get a clear algorithm of actions to create an online training program. Learn how to make more effective corporate training.



Teachers, professors, and educators

Discover how to create lessons and lectures online, engage your students, and keep them excited right till the end.



Online school managers

Discover how to improve your courses to increase the number of clients and your profit.



What you'll get

20 video lessons with theory and practice to allow you to get from an idea to a top-notch course.

✓ Real course-creation experience

Practical tasks will help you develop your instructional design skills and create courses, assessments, role-plays, and video lessons like a pro.

✓ Knowledge of iSpring Suite

You'll learn how to work with one of the leading authoring tools in the industry, used by 59,000+ clients worldwide.

✓ The basics of PowerPoint

You'll be able to create animations and set transition effects to make your courses more engaging. You will also master triggers and shortcuts to accelerate your workflow.

✓ Your own ready-made course

You'll create a course from scratch that will be a valuable asset for your portfolio. The trainer will help you make your perfect course.

✓ A completion certificate issued by iSpring

For employers, your certificate means that you have basic course development skills and are ready to work on their projects.

✓ Your own ready-made course

You'll create a course from scratch that will be a valuable asset for your portfolio. The trainer will help you make your perfect course.

[See the course contents](#)

[Take the first lesson right now →](#)

Welcome to the iSpring Community!

Feel free to join and become a valuable part of a community of instructional designers and eLearning professionals who are taking training to the next level with iSpring.

Fast forward to the part of our community you like - just scan the relevant QR code.

LinkedIn L&D community →

Connect with others in your field, ask questions, share your own expertise, and take part in discussions.

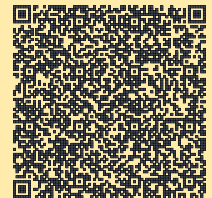


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