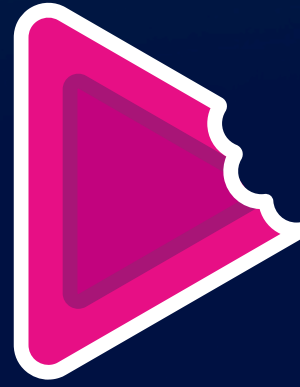




SNACKSIZE  
LEARNING

# E-LEARNING DESIGN & DEVELOPMENT CAPABILITIES



# Introduction

**Snack Size Learning** uses scientifically proven best practices to leverage the core aspects of microlearning, gamification, scenario-based instructional design, ROI analytics, coaching, and performance support.

We develop training that helps learners improve engagement, reduce cognitive load, optimize retention, and increase performance.



\*Customized 3D animated characters designed and developed for NVERS (Northern Virginia Emergency Response System)



# About Us

## Our Influence

Since 2009, our mission has been to help organizations like yours discover creative solutions for delivering digital learning experiences that promote performance and behavioral change, increase knowledge transfer, improve retention, and support your business outcomes.

WE ACCOMPLISH THIS USING OUR THREE PILLARS OF SUCCESS, **STRATEGY, SERVICE, & SOLUTION.**

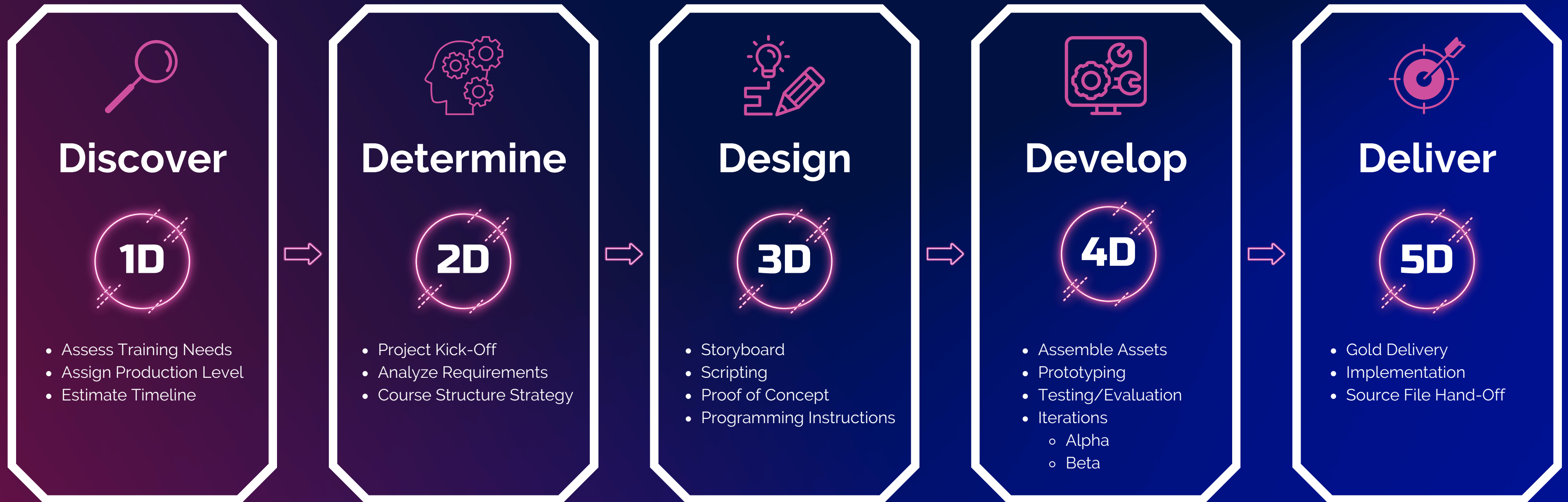


**Dr. Aaron King**

Chief Learning Engineer

Dr. Aaron King is the founder and Chief Learning Officer of Snack Size Learning. He holds doctorates in curriculum and instruction and competency-based learning, plus advanced degrees in instructional technology and media design. As an ATD Master Facilitator, he trained learning professionals worldwide.

# Our Approach





# Our Clients



AON



FEMA



JM&A  
GROUP



NCSBN  
Leading Regulatory Excellence



TOYOTA



СБЕРБАНК



Uber

COMCAST



BAUBIFY  
JEWELRY

NVERS

Northern Virginia  
Emergency Response System

SouthState



CASE  
WESTERN  
RESERVE  
UNIVERSITY

atd  
Association for  
Talent Development



BioAgilytix

Allstate

SUP  
ERC  
ELL

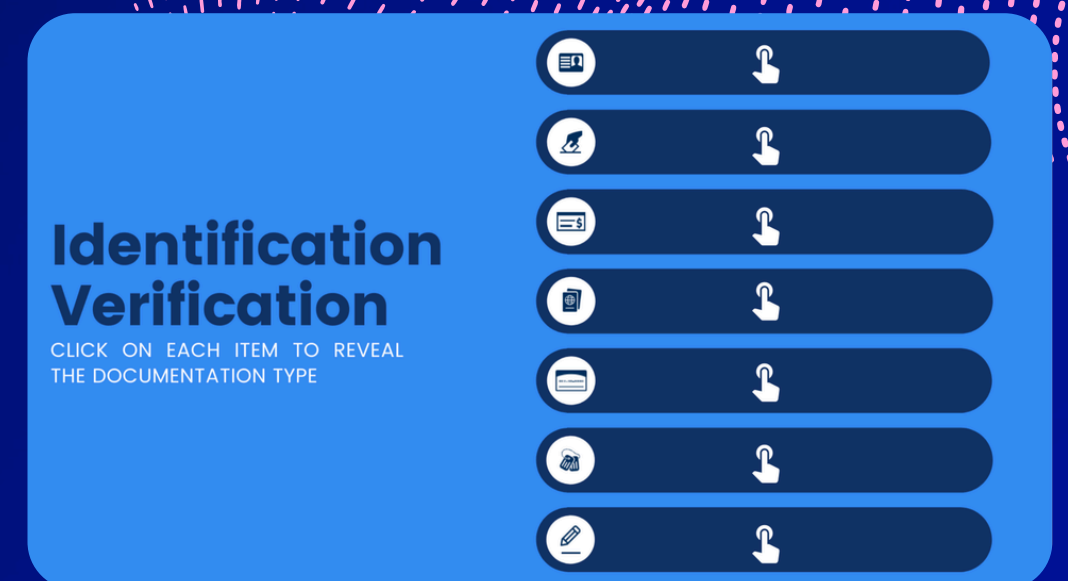
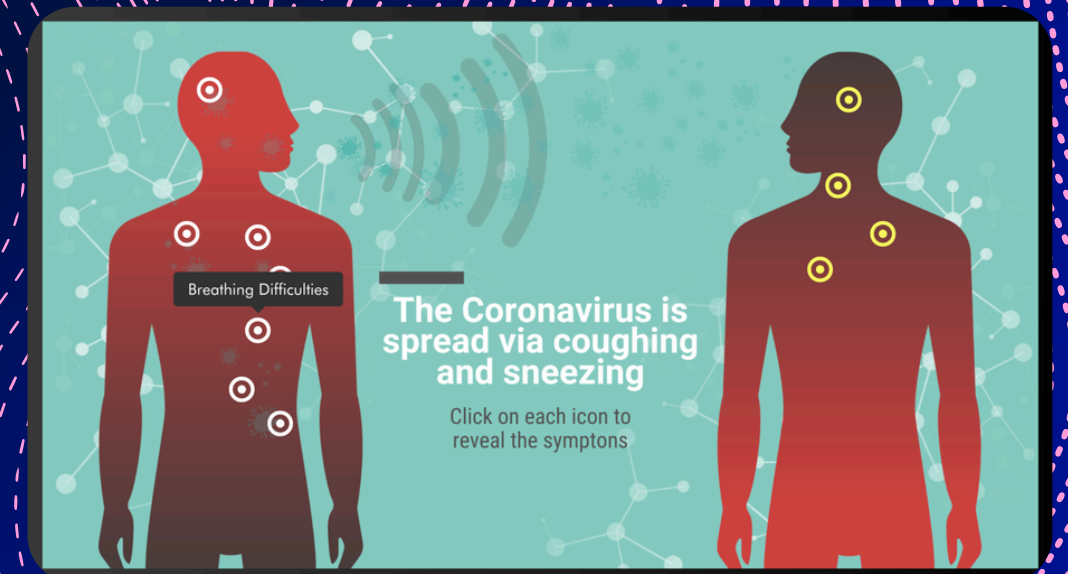
HIGH STREET  
CONSULTING



# eLearning

Interactive eLearning is the core of our business. We specialize in designing and developing learning interactivity at all 4 levels, including:

- **Level 1: Passive** - Basic conversion of PPT lecture into wbt course with simple Play/Pause and Next/Back buttons, minimal interaction.
- **Level 2: Limited** - Limited interactivities such as quizzes, drag and drop interactivity, animations, click on images, audio where appropriate, etc.
  - May include scenarios, gamification, and branching.
- **Level 3: Complex** - Rich in audio and video elements, customized visuals, interactions, games, or quizzes.
- **Level 4: Simulations** - High-end and customized storylines, audio, video, graphics, immersive environments, using virtual or augmented reality. May include software simulations.





# Parallax

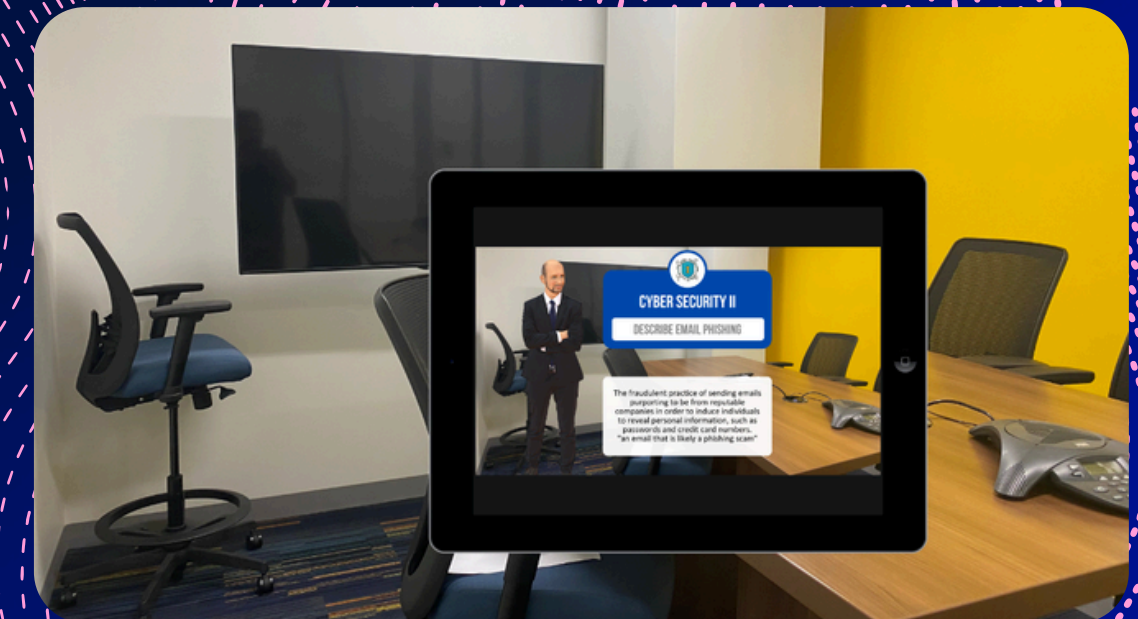
- Parallax scrolling is a layout in which the background of a webpage remains still as the user scrolls through the foreground content.
- In an eLearning setting, users can click on buttons to reveal more content as they go through the course material, adding an interactive element suitable to hands-on learning styles.
- The screenshots (right) were taken from a short parallax scrolling eLearnings developed for two of our ongoing government clients.





# AR & VR

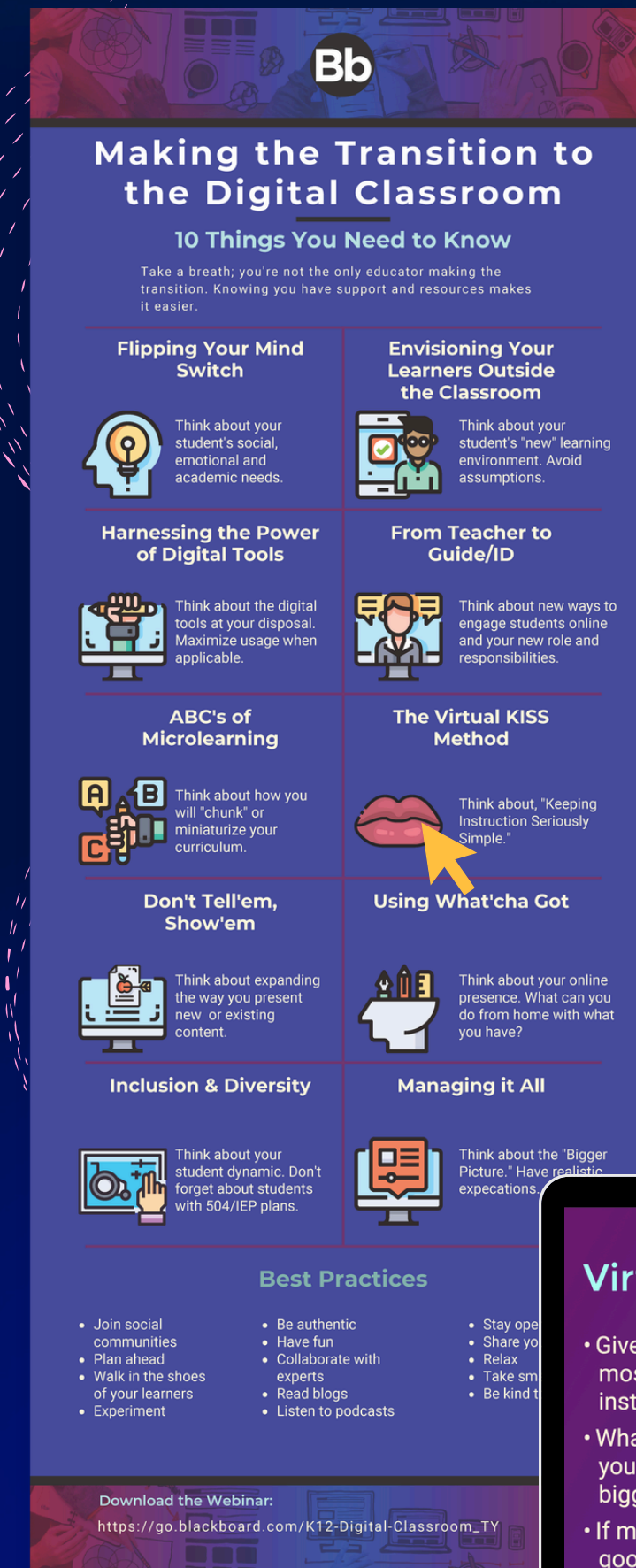
- Augmented Reality (AR) superimposes computer-generated images and animations on the real world through a transparent screen, such as a smartphone.
- AR increases engagement and learning retention by letting participants actively engage in the learning; they receive live-action practice and context to help them more thoroughly gain essential skills and knowledge on a particular subject or task.
- Virtual Reality (VR) recreates a highly-immersive, 3D interactive environments
  - These simulated environments a great solution for replicating critical or dangerous training in a safe environment.
- Cost and inclusivity are major considerations when considering AR/VR environments.





# Infographics

- Infographics are graphic visual representations of information, data, or knowledge, intended to present complex information quickly and clearly.
- They can improve cognition by utilizing graphics to enhance the human visual system's ability to see patterns and trends (source: Wikipedia). Infographics are really about telling a story; they help you organize data, and make it visually digestible so that viewers can easily process the information.
- Snack Size Learning specializes in developing infographics and \*interactive infographic as part of a deeper microlearning strategy for job-aids, performance support, and awareness level learning events.



\*Interactive Infographics are PDF documents that contain live links to video, audio, games, downloadable, objects, and more...

## Virtual KISS Method

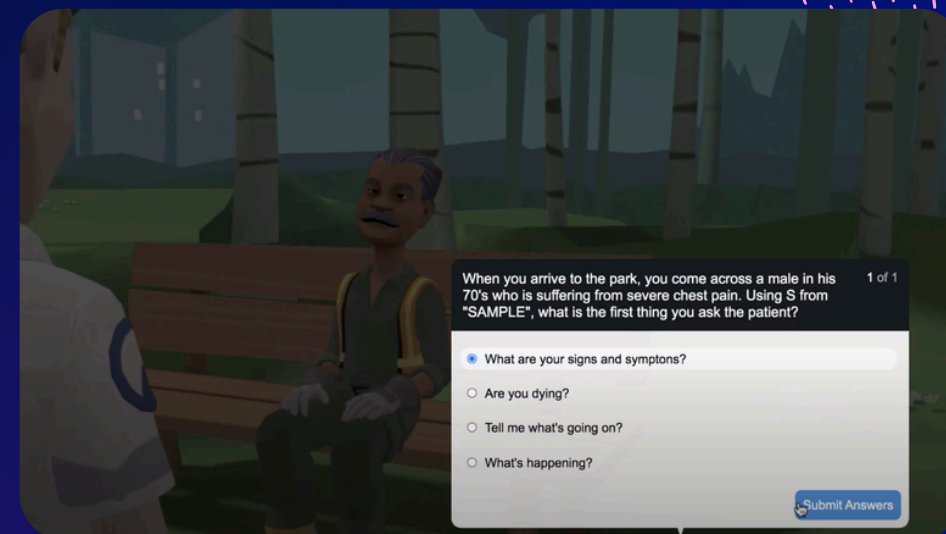
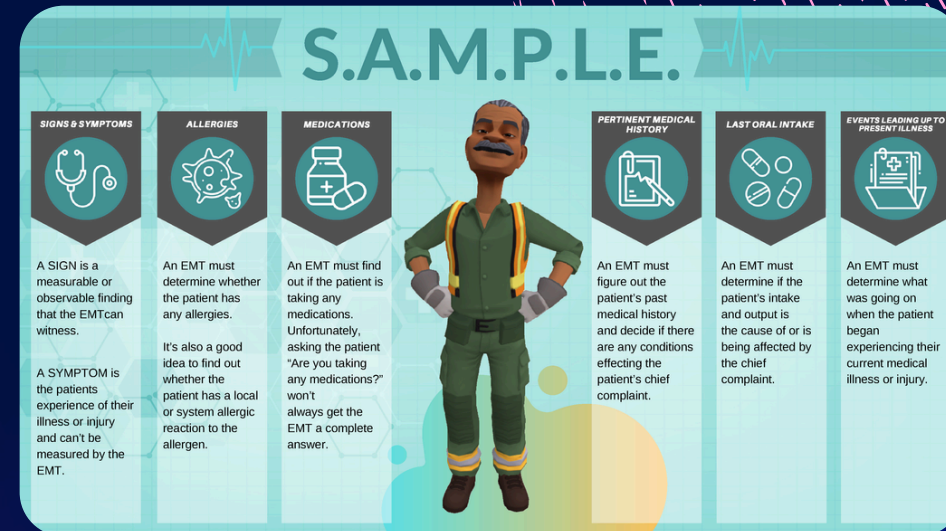
- Given the environment, what is most important for your instructional goals?
- What work on your end gives you and your learners the biggest benefit?
- If my students can \_\_\_\_, I'll feel good about progress.





# Gamification

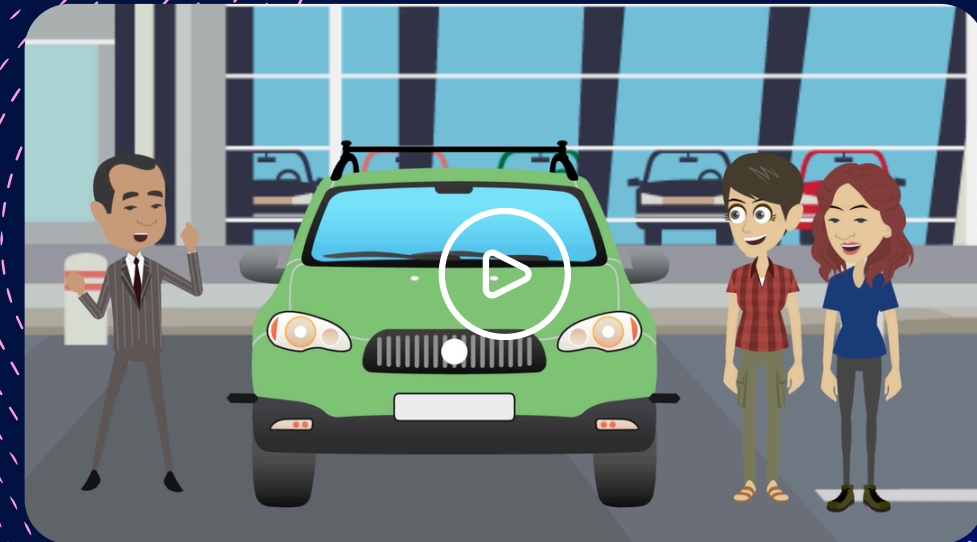
- eLearning that uses game-based mechanisms, techniques, and aesthetics to teach or reinforce behavioral patterns that benefit the learning (e.g. participation, competition, achievement, collecting, socializing, etc.)
- Examples include:
  - Progress bars
  - Achievement rewards
  - Leaderboards
  - Role-playing
  - Micro-story learning <sup>™</sup>
- Gamification and Scenario-based Instructional design exploration and places the learner in a scenario; this provides context, challenge, activity, and feedback.





# Video

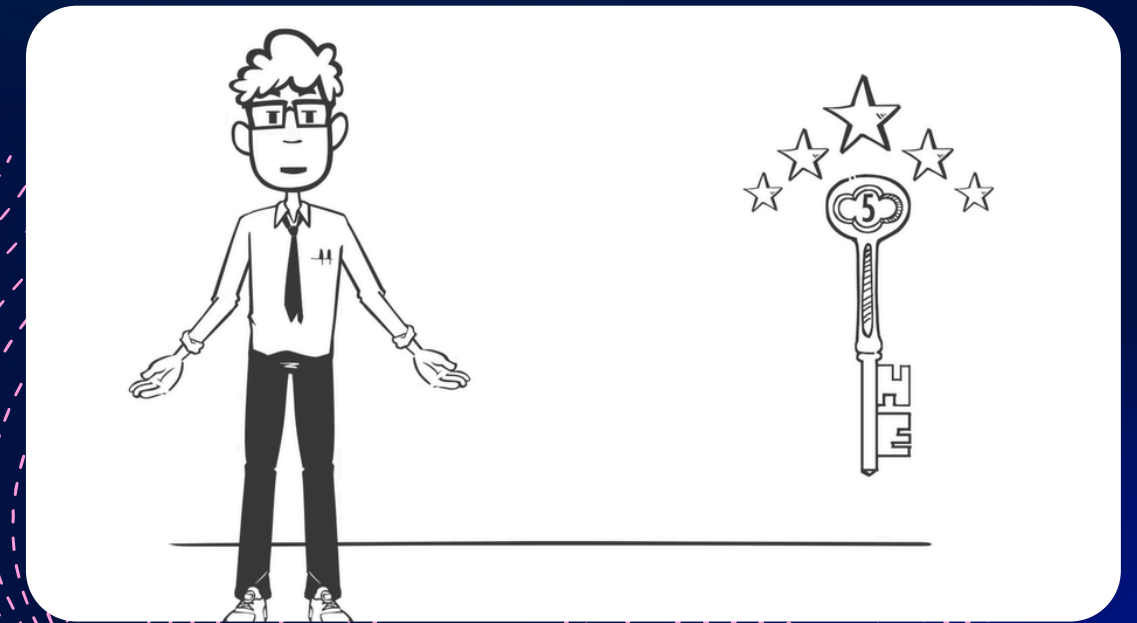
- Videos are a highly effective educational tool and increasingly preferred by learners fed on a constant diet of YouTube and Tik Tok.
- Videos offer a uniquely immersive learning experience for almost any concept or skill.
- The most effective eLearning videos are often the shortest (microlearning); this allows learners to easily absorb and remember material.





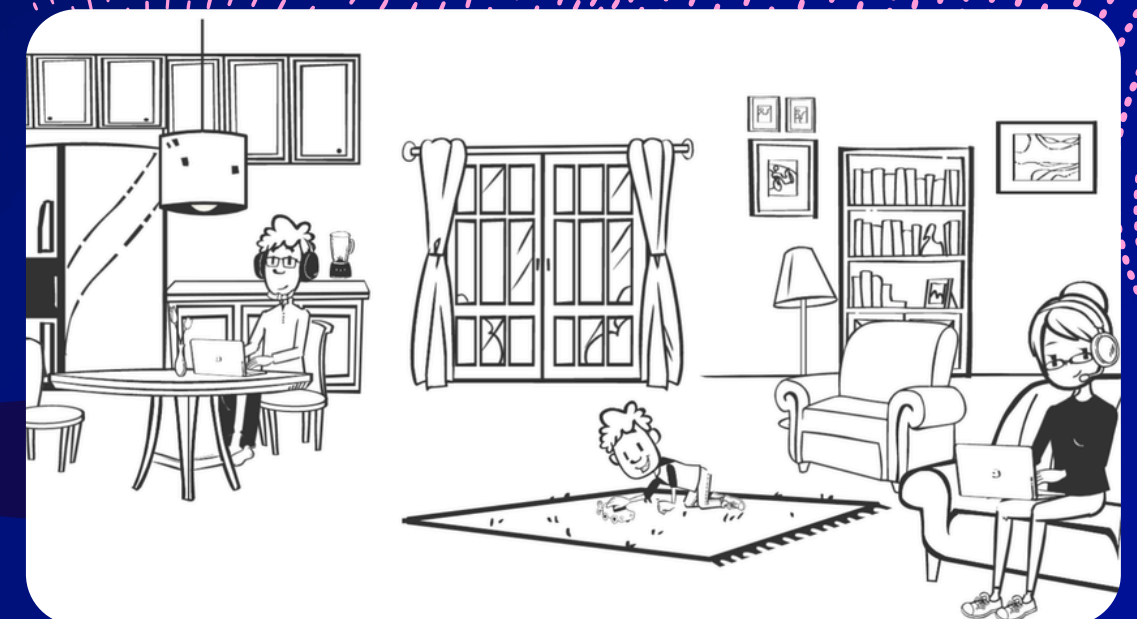
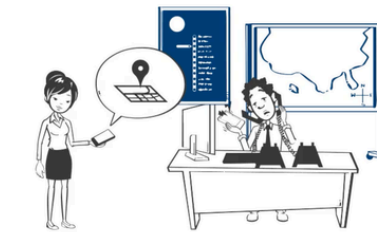
# Whiteboard Animation

- Whiteboard animation uses classroom-style visual effects and voiceovers to help learners digest information from a storytelling perspective.
- Adding activities (gamifying) to the whiteboard animation can create an interactive eLearning technique to test the learner's knowledge as they advance through each lesson.



## ASSESSING THE CONDITIONS OF THE LIFELINES AND THEIR COMPONENTS

**ACTIONS:** Describe the actions being taken to stabilize and re-establish the disrupted services







# Thank You.

Contact Us

754-270-5400

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[www.snacksizelearning.com](http://www.snacksizelearning.com)

Information Proprietary Snack Size Learning, LLC

