



## Certificate of Achievement

# Matthias Giger

has completed the following course:

### HOW TO CREATE AN ONLINE COURSE THE UNIVERSITY OF EDINBURGH

This course explored the key skills and practical tools needed to create engaging, open and accessible online learning experiences.

2 weeks, 3 hours per week



**Stuart Nicol**

Head of Educational Design and Engagement  
The University of Edinburgh



THE UNIVERSITY  
of EDINBURGH



The person named on this certificate has completed the activities in the attached transcript. For more information about Certificates of Achievement and the effort required to become eligible, visit [futurelearn.com/proof-of-learning/certificate-of-achievement](https://futurelearn.com/proof-of-learning/certificate-of-achievement).

This certificate represents proof of learning. It is not a formal qualification, degree, or part of a degree.



THE UNIVERSITY  
of EDINBURGH

TRANSCRIPT

## Matthias Giger

has completed the following course:

### HOW TO CREATE AN ONLINE COURSE THE UNIVERSITY OF EDINBURGH

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The course covered key topics such as identifying a target audience, designing diversity and inclusion into an online course, how to design active learning opportunities into the learner journey, techniques and approaches for creating bitesize, open and accessible materials, and how to implement digital tools to enhance the learning experience.

#### STUDY REQUIREMENT

2 weeks, 3 hours per week

#### LEARNING OUTCOMES

- Create personas to gain a clear understanding of target audiences for short online courses.
- Describe the value of active learning and narrative in digital education, and write concise content using appropriate language and tone.
- Identify suitable formats for creating engaging online materials in line with accessibility and open licensing guidance.
- Evaluate a range of current digital education tools and explain some of their benefits and limitations.

#### SYLLABUS

**Understanding Your Learners** - Discover what a persona is, what the characteristics of a typical online learner are and the differences between them. Identify how to create content that is targeted to your learner audience.

**The Power of Active Learning and Narrative** - Learn the differences between passive and active learning types, and examine storytelling techniques like narrative and readability.

**How to Make Content Engaging** - Explore ways to create content that is engaging to online

learners. Practise techniques for producing materials that are bitesize, open and accessible.

**Your Digital Toolbox** - Find out how to use digital tools and media to enhance your learning materials, and explore useful resources for creating an online course.