

Course Design and Build

Briefing

This guide is designed to help you spot tasks that can be handed over to a VA, what Jessanol would usually need from you, and what the end result could look like.

HOW THIS HELPS

Course design and build often starts with a collection of content: slides, notes, recordings, documents, ideas, policies, transcripts or subject knowledge.

Jessanol can help turn that content into structured learning materials or digital course content using agreed platforms such as Articulate Rise, Genially or Camtasia.

THIS IS USEFUL IF

This type of support may be useful if:

-  You have course content but it needs organising
-  You need a digital course built from existing material
-  Slides or documents need turning into learner-friendly content
-  You have a recording or transcript that needs shaping into a resource
-  You need support creating activities, checks or learner resources
-  You want a course to feel clearer and easier to follow
-  You need someone to build or update course content in a specific platform

WHAT JESSANOL CAN SUPPORT WITH

Jessanol can help with course design and build.

This may include:

- Structuring course content
- Creating or updating learning materials
- Building course content in Articulate Rise
- Creating interactive or visual resources in Genially
- Supporting video or screen-recorded content using Camtasia
- Turning notes, slides or documents into learner resources
- Creating knowledge checks, activities or reflection prompts
- Reviewing content for clarity and flow
- Updating existing courses or modules

RECOMMENDED RHYTHM

This is usually done as project-based work, with agreed stages and review points.

For example:

- A one-off course update
- Building a short digital learning module or course
- Creating resources for a workshop or programme

ACCESS LIKELY NEEDED

Jessanol will probably need:

- Access to the agreed course platform or source files
- Existing slides, documents, scripts, recordings or subject content
- Brand guidance or style preferences
- Details of the intended learners
- Learning aims or outcomes if available
- Any existing course examples or previous versions
- Guidance on review and approval stages

IMPORTANT CONSIDERATIONS

Before starting, we will agree:

- What the course needs to achieve
- Who the learners are
- What content already exists
- What needs creating, updating or building
- Which platform should be used
- What Jessanol can design or build independently
- What needs subject matter review
- How review comments and amendments will be managed

Jessanol can support structure, clarity, learning flow and build, but subject matter accuracy should be checked by the client or subject expert. Any legal, compliance, policy or technical content should be approved by the appropriate person before release.

STEP-BY-STEP INSTRUCTIONS

1. Confirm the purpose of the course or learning resource.
2. Identify the intended learners and what they need to be able to do or understand.
3. Gather existing source content, files, examples or brand guidance.
4. Agree the format, platform and level of interactivity required.
5. Create a structure or outline for review where needed.
6. Build or update the course content in the agreed platform.
7. Add activities, checks, resources or prompts where appropriate.
8. Share for review and gather feedback.
9. Make agreed amendments.
10. Prepare the final version for use, handover or upload.

WHAT YOU NEED TO PROVIDE

To get started, you will usually need to provide:

- The course topic and purpose
- Details of the intended learners
- Existing content, notes, slides, recordings or documents
- Any learning aims or outcomes
- Access to relevant platforms or source files
- Brand or style guidance
- Examples of previous courses if available
- Details of who will review and approve the content

You do not need to have a perfectly written course brief before support starts. Existing material, a rough aim and a conversation about what learners need can be enough to begin shaping the content.

WHAT YOU'LL GET BACK

You should have:

- Learning content that is easier to follow
- Digital content built or updated in the agreed platform
- Organised source materials
- Activities, prompts or checks where appropriate
- A better learner experience
- A course or resource that is closer to being ready to use

If this sounds familiar, we can use this as a starting point to work out what support would be most useful. Contact me: jane@jessanol.com