


# Creating Engaging eLearning With Solutions from Adobe

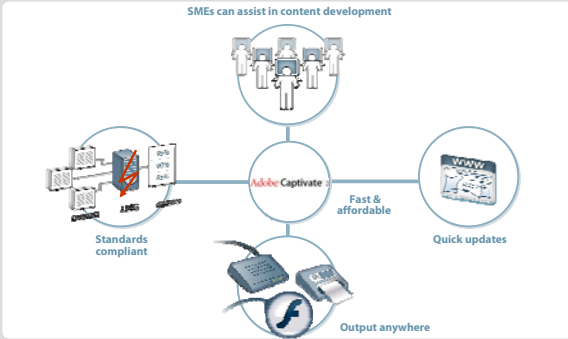
Silke Fleischer  
Product Marketing Manger  
Adobe Systems Incorporated



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## Training Challenges Solved

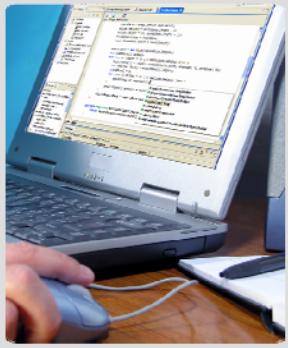
SMEs can assist in content development



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## Adobe Captivate

- Adobe Captivate 2
  - New direction
  - New features
  - Integration
- Informal learning w/ Adobe Captivate and Contribute
  - Screencasting
  - Podcasting
- Q&A



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## Demo

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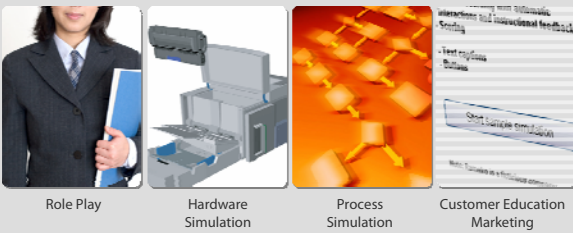
## Adobe Captivate Overview



- Rapidly create engaging learning experiences
- Interactive simulations, software demonstrations and **scenario-based training**

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## Strategy: Rapid Scenario-based Simulation



Role Play      Hardware Simulation      Process Simulation      Customer Education Marketing

**Adobe Captivate 2** Start Simulation

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# Demo

Adobe

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## Product Integration

**Insert SWF**

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**Direct Integration**

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**Launch & Edit**

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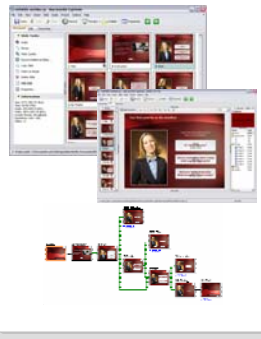
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## Adobe Captivate 2

In addition to software simulations, create soft-skills simulations / scenario-based training.

- Images
- Video
- Audio
- Branching
- Feedback
- Quizzing
- Tracking



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## Deployment Flexibility

Learning Management Systems

Adobe Connect Solutions, Adobe Presenter

Podcasts & Print



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# Demo

Library  
Zoom  
FLV

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## Ease across the entire workflow

Input	Edit	Output
Software Simulation Demo, Sim	 Editing Captions, Objects, Animations E-Learning Interactivity, SCORM/AICC	SWF 6, 7, 8 HTML, product integration
Scenario Simulation Wizard, Template		Connect Solutions Manage, search, track, etc.
Image Projects Presentations		Word Handouts, documentation, ...
		PENS 1 click LMS publishing

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### What customers are saying about Adobe Captivate 2

"Captivate 2 is to version 1 what houses are to caves. The user-interface is so intuitive that even a new user will feel comfortable diving right in. For users of prior versions, there are many solid new features and enhancements to old ones. It may well be the best piece of e-learning software produced in the last 15 years!!"

- Larry Walther, eLearning Developer, Consultant

"By extending the capabilities of Captivate, Adobe has created a versatile tool for eLearning. Authors can develop complex, interactive content such as soft skill simulations, physical task simulations, scenario-based instruction, and performance support systems as easily as they create software simulations today."

- Frank Nguyen, eLearning Technology Manager, Intel

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### Screencasting

- Show versus tell!
- Computer screen recording
- Can contain narration of the onscreen action

http://blog.dsetia.com/2006/05/27/demo-of-drawing-in-flash.html

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### Informal Learning

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### Demo

- Integrate with blog using Adobe Contribute

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### Informal Learning

**TRENDS**

Informal learning approaches will take hold. Podcasts, blogs, and wikis will become standard tools for informal learning."

- Claire Schooley, Forrester Research

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### Podcasting

- Multimedia file distributed via RSS feed
- Typically MP3 audio format
- Basic steps:

- Simple RSS creation tools and free online services available

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## Limitations for Podcasting in Learning Environments

- **Outdated content**
  - How do you control and expire content?
- **508 compliance**
  - Are learners with disabilities left behind?
- **Tracking**
  - Is anyone listening to your content? What is the drop out for your informal podcasts?

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## Resources

- Jay Cross – Informal Learning Blog and book <http://informl.com>
- RSS Specifications <http://www.rss-specifications.com/steps-create-rss.htm>
- Adobe Captivate <http://www.adobe.com/products/captivate>
- Adobe Contribute <http://www.adobe.com/products/contribute>
- Wikipedia <http://en.wikipedia.org>
- Top blogs [www.blognetworklist.com/topbloglist.php](http://www.blognetworklist.com/topbloglist.php)
- iTunes <http://www.apple.com/itunes/>
- Online Podcast RSS feed generator <http://www.applvtools.com/cgi-bin/sa/podcast/podcast.cgi>

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## Podcasting with Adobe Captivate

- Easy audio recording and editing
- Export of audio in MP3 format
- Simple audio web delivery in SWF format complete with playback controls, closed captioning, tracking, password protection and expiration

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## Additional Information

### More Information

- [Adobe Captivate home page](#)
- [Feature Descriptions](#)
- [Upgrade Guide](#)
- [System Requirements](#)
- [Reviews and News](#)

### Examples

- [Customer Showcase](#)
- [Customer Testimonials](#)
- [Case Studies](#)

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## Demo

- Import/Record
- Edit
- Closed Caption
- Playback controls
- SWF Tracking
- Export MP3
- Generate and publish SWF (Including password protection, expiration)
- Inserting in blog (Linking required for tracking)
- Integrate with RSS

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