

9 tips for efficiently producing WBTs

Well-prepared to produce a web-based training course based on Microsoft® PowerPoint®



Creating web-based training (WBT) courses from your current PowerPoint® slides – sound easy? Well, it is! Sort of.

However, basic things are often overlooked right at the start. That frequently leads to mistakes, delays and, in many cases, frustration.

Our nine tips for efficiently producing a WBT course with PowerPoint® will keep you from tearing out your hair and ensure your success!

Slide masters – a solid foundation

1

Wherever possible, author the content within a slide master that already meets your corporate identity standards. Note, however, that even an “approved” slide master layout may have to be modified for use in e-learning (cf. Tip 2, etc.).

Font – Standard trumps CI

Use the same font on all slides – but preferably not an in-house font! Corporate fonts may not be installed on the (mobile) end-user devices that your course is authored on. The course will then not render properly in the browser. That means standard fonts are better choices!

2

Font – People read differently online

3

Use bold sparingly and avoid italics entirely. Italics are too hard to read on screen, while overuse of bold font makes the text seem unfocused instead of merely highlighting key points.

Font size – Stick to one line

Too much variation in the visual presentation of the text is counterproductive. That includes font size. Choose a clearly recognisable style throughout the course. We recommend using at least 16pt Arial for the body copy. Headings should be emphasised by using a larger font size.

4

Background – Clear view of the content

5

Select a slide from your slide master that matches the content – textual and visual – that you’re trying to teach. The content should be clearly visible. That highlights the importance of a (blank) background. Note: Use contrasts! That improves absorption of the material.

Content – Usually no soundtrack

Remember that – unlike in the classroom – no one will be there to explain slides presented in an e-learning setting. There is no soundtrack! That means your text has to be complete and self-explanatory. But avoid walls of text.

6

Images – Visualisation more important than ever

7

Visualising text-based content always improves comprehension. Especially when graphics, tables or drawings are not just placed next to the text but reinforce its core message. Appropriate icons can work wonders!

Copyright – Watch for pitfalls

Sharing online training courses on a learning platform or elsewhere makes you a content publisher. The public availability of this content highlights the importance of image rights. Therefore, only use royalty-free or duly licensed images.

8

Animations – Resist the temptation

9

It is very tempting to embed all kinds of animations in your presentations. However, animations are best avoided in presentations used for WBTs since they often cause import errors. It is better to specifically incorporate desired effects after importing.

From slides to interactive online classes

You've thought of everything? Prepared all your content properly and integrated it into your slides? Great! Now you can start converting your PowerPoint® into a web-based training course. The actual process varies depending on your tool or authoring software. Please read the vendor's manual or contact us. We'd be happy to help you!

One last tip: We strongly recommend conducting quality assurance between converting the presentation and publishing the WBT in a learning management system or other platform. Often, the only way to spot the last few problems is by carefully reviewing the WBT as an online course from the learner's point of view. If you have added effects to the slides before exporting them from the authoring software, also verify that they work and have the desired impact during the quality assurance process. This final quality check is always worth doing – we speak from experience!

We want to help – your direct line to us



Would you like more information on producing web-based training courses? Or do you need help in designing charts or drawings?

Then contact us today!

📞 : +49 211 873 996 90
✉️ : service@wingsacademy.de

