The Neuroscience of Learning

Tap into your hidden potential, with discoveries from the neuroscience of learning. Dr. Britt Andreatta, director of training and development at lynda.com, uses the latest research from Harvard, Stanford, and other leading research institutions to explain how the brain processes and stores new information. She introduces the three-phase model of learning and the secrets to developing neural pathways so that learning sticks. Intended for both those who teach or train and those who learn, this course is a fun and enlightening journey through the learning process.
Core Strategies for Teaching in Higher Ed

Join professor Karl Kapp as he walks higher ed instructors through strategies for successfully engaging and teaching college students, while achieving their own publishing and career goals. When it comes to strategies inside the classroom, Karl covers increasing students' critical thinking skills, teaching with technology, introducing outside resources, and maintaining academic rigor. Outside the classroom, he'll show professors how to stay current, adapt to the evolving academic landscape, and collaborate with peers for career success.

Topics include:

- Respecting your students
- Conveying your passion for teaching
- Maintaining academic rigor
- Engaging students in and out of class
- Making learning active
- Staying current
- Continually improving your teaching
- Publishing your work
- Being flexible
- Connecting to the outside world
- Collaborating with peers

Leading with Applied Improv

Improv theater was designed to help actors solve problems on stage. In this course, facilitator, coach, and former stand-up comedian Izzy Gesell demonstrates how to use the skills, practices, and mindset of improv to develop critical leadership qualities of presence, acceptance, and trust. Izzy shares some games you can play with your team members or coworkers to "practice spontaneity" and incorporate the improv mindset into your everyday life.
Teaching Fundamentals: Project-Based Learning

Want to prepare students for high-stakes testing while encouraging them to think more deeply about the subject matter? Project-based learning can help bridge the gap, by encouraging students to explore real-world challenges. In this course, Dayna Laur explores the foundations of project-based learning, defining authentic learning and how project-based learning differs from "problem-based" learning. The course provides instructions for using project-based learning in the classroom, from creating and scaffolding projects to assessing student learning along the way. Watch this course to learn how to make student learning more authentic and relevant.

Topics include:

- Writing the project challenge
- Choosing the right final product and audience
- Letting students conduct the investigation
- Scaffolding the project
- Assessing the project process and final product
PowerPoint 2016 Essential Training

Learn how to best create, edit, and share presentations with PowerPoint 2016, the popular presentation platform. Jess Stratton shows how to build a slideshow from scratch or leverage PowerPoint templates and themes for quick construction. Jess then demonstrates how to add and edit text, images, graphs, video, and animation; format slides for consistency; and add speaker notes and transitions to ensure a smooth delivery. Plus, discover how to collaborate on changes and then share the final presentation via print, PDF, or a recorded slideshow.

Topics include:

- Connecting PowerPoint to OneDrive
- Creating presentations from themes and templates
- Using and editing slide masters
- Changing the layout or theme
- Adding pictures and objects
- Working with bullet points, text boxes, and tables
- Adding shapes, diagrams, and charts
- Incorporating video, audio, and animation
- Adding speaker notes and comments
- Running a slideshow
- Reusing and sharing PowerPoint presentations
• PowerPoint for Mac 2016 Essential Training

Learn how to create, edit, and share presentations with Microsoft PowerPoint for Mac 2016, the powerful presentation and slideshow tool. Jess Stratton shows how to build a slideshow from scratch, and leverage PowerPoint templates and themes for quick construction. Jess then demonstrates how to add and edit text, images, graphs, video, and animation; format slides for consistency; and add speaker notes and transitions to ensure a smooth delivery. Plus, discover how to collaborate on changes and then share the final presentation via print, PDF, or a custom slideshow.

Topics include:
- Connecting PowerPoint to OneDrive
- Creating presentations from themes and templates
- Using slide masters
- Changing the layout or theme
- Adding pictures and objects
- Working with bullet points, text boxes, and tables
- Adding shapes, diagrams, and charts
- Incorporating video, audio, and animation
- Adding speaker notes and comments
- Running a slideshow
- Reusing and sharing PowerPoint presentations

• PowerPoint 2013 Essential Training

In this course, author Jess Stratton teaches the basics of creating, editing, and sharing presentations with Microsoft PowerPoint 2013. The course shows how to build a slideshow from scratch, or leverage PowerPoint templates and themes for quick construction. Jess shows how to add and edit text, images, graphs, video, and animation; format slides for consistency; and add speaker notes to ensure a smooth delivery. Plus, discover how to collaborate on changes and then share the final presentation via print, video, PDF, or email.

Topics include:
- Touring the PowerPoint interface
- Creating a presentation
- Adding, removing, and rearranging slides
- Adding and formatting pictures
- Working with bullet points
- Inserting tables from Excel
- Adding shapes and creating diagrams
- Inserting audio and video clips
- Delivering your presentation
- Reusing and sharing a presentation
• **PowerPoint 2010 Essential Training**

In *PowerPoint 2010 Essential Training*, author David Diskin demonstrates how to engage an audience with images, video, sound, charts, and diagrams in professional presentations. The course also covers a variety of methods to share presentations with others, and provides comprehensive tutorials on how to design presentations that successfully deliver a quality message. Exercise files accompany the course.

Topics include:

- Using the Office 2010 Backstage View
- Using and customizing the Office 2010 ribbon
- Starting a presentation from scratch
- Applying slide layouts for consistency
- Rearranging slides
- Running a presentation for an audience
- Formatting with font, color, bullets, and alignment
- Adding and customizing photos, clip art, shapes, audio, and video
- Applying picture effects such as background removal, brightness, and color effects
- Modifying slide masters
- Adding a logo to the background
- Adding and customizing tables, charts, diagrams, and data from Excel
- Printing a presentation
- Sharing a presentation with others through video, the web, SharePoint, and PDF

• **Up and Running with Articulate Storyline**

In this course, David Rivers introduces you to Articulate Storyline, an elearning tool to help you build interactive content. Learn how to plan a Storyline project, create a presentation using all of the different assets and elements, work with media such as audio and video, and publish your project. You'll also discover how to assess the effectiveness of an elearning experience using the Storyline quiz features.

Topics include:

- What is Storyline?
- Understanding elearning
- Starting a new project from scratch or from PowerPoint
- Inserting new scenes and slides
- Adding images
- Recording narration
- Inserting video
- Creating review questions
- Publishing your project for web or mobile distribution
• **Articulate Storyline Advanced Techniques**

Do more with Articulate Storyline. Author and Storyline pro Daniel Brigham shows you how to use its advanced features to make your courses more consistent, engaging, and robust. After reviewing the core concepts behind Storyline, Daniel covers working with layers and triggers and using templates and master slides to decrease your development time and increase the consistency of your slides. He’ll also show you how to embed web and interactive video in your slides, and use variables to individualize the learning experience.

Topics include:

- Reviewing the core concepts: layers, triggers, and states
- Inserting slide layers, markers, and more
- Formatting a slide master
- Inserting and saving a Storyline template
- Adding variables
- Creating interactive video
- Working with screen recordings
- Publishing your Storyline course
- Customizing the player

• **Prezi Essential Training**

Learn how to use Prezi, the free and powerful cloud-based tool for creating compelling presentations. This course shows you how to create a new Prezi, understand the interface, explore the suite of intuitive tools, and import PowerPoint files. Author Garrick Chow explains how to add text, images, shapes, and diagrams and embed multimedia, as well as work with frames: the key component to navigating across Prezi’s 3D canvas and enabling Prezi’s unique zooms and rotations.

The course also explores how to collaborate with others on a Prezi, publish it, and present it remotely on computers, tablets, and other devices.

Topics include:

- Planning your presentation
- Creating a new Prezi
- Using the theme wizard
- Adding text, images, links, and more
- Aligning, layering, and grouping elements
- Adding video and audio to a Prezi
- Collaborating on a Prezi
- Printing a Prezi
Delivering Keynote Presentations

Having a killer Keynote deck isn't enough on its own. This course shows you how to wow your audience with a well-planned presentation. Author Rich Harrington shows you how to successfully export a Keynote deck once it's created and deliver the presentation. He also covers rehearsing your talking points, connecting to a screen, and creating handouts to accompany your slideshow.

This course was created and produced by Rich Harrington. We are honored to host this content in our library.

Topics include:

- Adding presenter notes and comments
- Recording timings
- Mastering Keynote keyboard shortcuts
- Using Keynote Remote
- Presenting from a laptop, from an iPad, or with AppleTV
- Creating a self-running slideshow
- Printing handouts
- Exporting slides as movies or graphics

Adobe Captivate 9 First Look

Captivate 9 is packed with features and enhancements that make the new version of this elearning software even more valuable to authors and educators. Here Pooja Jaisingh provides a first look at the program, including storyboarding in Captivate Draft, multistate objects, the Assets store of prebuilt objects, and Captivate Prime, an LMS-style delivery system. Plus, learn about enhancements to already great features such as Captivate's motion effects and geolocation.
• **Adobe Captivate 8 Essential Training**

*Captivate 8 Essential Training* guides you through the features and tools of Captivate 8, while providing instructional-design tips for creating successful elearning and mobile learning projects. Aaron Quigley shows you how to build powerful and dynamic presentations that can be delivered to almost any device. He covers adding content to a presentation; working with interactions, navigation, and assessments; and making your training adjust to display correctly on desktops, tablets, and smart phones. The basic elearning features are addressed, as well as new advanced features such as touch-gesture support. Plus, get a brief tour of the publishing options so you can find just the right format for your project.

Topics include:

- Choosing a project layout
- Applying and changing themes
- Adding text, media, and shapes
- Inserting interactive elements and widgets
- Adding audio and video
- Adding closed captions to video
- Using responsive templates, text, and images
- Accessing elearning
- Creating software simulations
- Publishing a Captivate project

• **Captivate 8 Advanced Techniques**

Take your Captivate 8 elearning projects to the next level, with this set of advanced techniques. Pooja Jaisingh explores using variables, events, and actions to guide the learning flow. Then she shows how to take advantage of the program's advanced features, like geolocation, responsive animation and interactions, lightboxes, quizzes, and text to speech, to create more interactive content. All the techniques are guided by current best practices for elearning authoring, which are included in the final chapter along with some productivity tips.

Topics include:

- Introducing actions, events, and variables
- Creating advanced actions
- Working with lightboxes
- Creating custom navigation
- Controlling audio through screens
- Building custom themes
- Inserting smart shapes
- Making elearning projects responsive
- Creating advanced quizzes
- Converting text to speech
- Being more productive in Captivate

**Camtasia Studio 8 Essential Training**

Join author Chris Mattia as he demonstrates how to set up, record, edit, and share a professional looking screencast that you can use for software demonstrations, interactive elearning projects, and more with Camtasia Studio.

Follow along as Chris creates an elearning project from start to finish with Camtasia Studio's tools. Discover how to add animation, PowerPoint slideshows, quizzes, and other effects that boost the interactivity and visual interest of your screencasts. The final chapter shows how to incorporate your Camtasia projects into an overall teaching strategy.

Topics include:

- Creating and configuring a recording account
- Choosing and connecting a microphone
- Installing Camtasia Studio
- Choosing the area of the screen you want to record
- Managing mouse movements
- Handling mistakes
- Editing audio and video in Camtasia
- Adding animation and zoom-and-pan or picture-in-picture effects
- Using the PowerPoint add-in
- Adding closed captioning
- Creating interactive quizzes
- Exporting and publishing movies
• **Office for Educators**

Teachers, your time is valuable. Learn to reduce your workload, streamline grading and lesson planning, and share resources with students and other teachers with Microsoft Office. Aaron Quigley teaches you how to use Word's templates to create lessons and worksheets more efficiently, use Track Changes to digitally grade papers, build gradebooks in Excel, give presentations from PowerPoint, collaborate over SkyDrive, and connect using Outlook and SharePoint. These lessons are explored using sample lessons, homework, and tests like you'd find at a real-world school. And at the end of each section, Aaron invites you to test what you've learned in a video challenge.

Topics include:

- Creating lesson plan templates
- Creating worksheets with math equations, charts, and graphs
- Grading papers
- Creating a gradebook in Excel
- Creating an animated presentation
- Setting up a school email account in Outlook
- Storing documents online with SkyDrive
- Creating a class website with SharePoint

• **Social Media in the Classroom**

Learn how to harness common social media platforms—such as Twitter, Facebook, Google, YouTube, and Flickr—to accelerate student learning. Kevin Kelly explores using social media to aid content mastery, increase academic focus, and foster effective classroom debate. He covers engaging students with backchannels and polls, soliciting feedback for presentations, and assessing learning with Twitter, Facebook, and other tools. In a bonus chapter, he'll show how social media can extend students' experiences outside the classroom, providing opportunities for collaborative reading, group projects, fieldwork, and shared student portfolios.

Topics include:

- Moving from social networking to "social netlearning"
- Balancing social media with in-class activities
- Creating social media guidelines
- Using Twitter for polls
- Using Facebook for student-generated test questions
- Connecting to real-world scenarios and people
- Using ReadWriteThink and Facebook to construct timelines
- Using Flickr and YouTube to collect student fieldwork
- Showcasing student work in online portfolios
• **Foundations of Teaching with Technology**

Put the "tech" into your teaching. Learn how to use technology to enhance course design, lesson planning, presentations, in-class activities, assessments, and student achievement and engagement.

Author Kevin Kelly explains how learning outcomes can be adapted to support technology in the classroom, and guides educators through selecting the appropriate technology for their activity, module, or class. Then he shows how to apply technology in three key areas: finding, creating, and sharing content with students; facilitating classroom activities; and assessing learning inside the classroom or online.

Topics include:

- Including technology in your learning outcomes
- Applying Universal Design for Learning (UDL) principles
- Finding and creating content and instructional materials
- Enhancing lectures and presentations with technology
- Getting students involved
- Facilitating in-class activities
- Assessing learning
- Teaching effectively online

• **Teacher Tips**

In this course, author and educator Aaron Quigley shows you how to stay up to date with the latest educational technology and classroom management techniques. He'll introduce you to new tips you can use to be more efficient, and increase student achievement. Aaron covers concepts like the flipped classroom, Common Core Standards, and the role of social media in education. This course also covers a variety of productivity apps, learning management systems, and other technologies, using a project-based approach that simulates the real K–12 or university classroom environment.
• **Flipping the Classroom**

Turn your classroom upside down and find more time for teaching. In this course, educator Aaron Quigley demonstrates how to "flip" your K–12 or college classroom by initiating learning online *before* class begins. This new approach allows teachers to reinforce and delve more deeply into content in person, while sending students home with new material. In this presentation, Aaron shows how and why flipped classrooms work, addresses the possible drawbacks (like what to do when students don't have technology at home), and provides tips for implementing a flipped classroom at your school.

• **iPad Classroom Fundamentals**

The iPad is a valuable learning tool that brings 21st century instruction techniques into the classroom. In this course, Laurie Burruss shows how to deploy iPads devices in your classroom, whether students bring the devices or the school provides them. Learn how to sync multiple iPad devices to a master with Apple Configurator; download apps; create a classroom calendar; and print and project lessons from the iPad. Laurie also includes her top tips and tricks for getting the most from the your iPad setup.

Topics include:

- Exploring common device ownership models
- Using iPads with a learning management system (LMS)
- Downloading apps
- Setting up the master sync
- Projecting from an iPad
- Printing with AirPrint
- Sharing content with Dropbox
- Creating an iPad photo gallery
- Browsing the web
- Exploring the world with Maps
• **iBooks Author for Teachers: Fundamentals**

Start repurposing your existing classroom materials into iBooks Author projects. In this course, Mike Rankin shows how to leverage the templates and intuitive toolset in iBooks Author to create custom course material. He shows how to import your content from Microsoft Office and other sources; use fonts, images, audio, and video to build an engaging ebook; format special content like math and science equations; and ensure you have permission to use content in your projects. And since time is always at a premium for teachers, Mike shares his personal efficiency tips and tricks for making the most of your time.

Topics include:

- Creating and editing layouts
- Setting text preferences
- Working with color and images
- Importing and moving content
- Adding an image gallery widget
- Creating scrolling sidebars and pop-overs
- Incorporating audio and video
- Creating reviews with multiple choice and matching questions
- Sharing iBooks Author projects via email and PDF

• **Creating Multimedia Learning**

Students need an education that prepares them to be successful in an ever-changing technical world. Teachers can help by transforming their lessons into digital student resources. This course shows educators how to move content into interactive and engaging multimedia presentations for differentiated and flipped learning.

Elearning expert Renaldo Lawrence takes a typical lecture-style lesson and breaks down which parts can be transformed into a multimedia project. Renaldo then guides educators through rewriting lesson plans and goals, creating video and audio assets, publishing the project online, and incorporating the new multimedia curriculum into the classroom.

Topics include:

- Using multimedia to reach students and parents
- Planning your multimedia project
- Setting goals
- Recording and editing video and audio
- Staying organized
- Sharing the project with the class
- **Instructional Design Essentials: Models of ID**

  Instructional design models are frameworks to help you create quality training. In this course, author and instructional design expert Shea Hanson explores some of the most salient models of instructional design: ADDIE, SAM, Rapid Prototyping, and Gradual Release. Watch scenarios that show how each model performs in action in the workplace, which Shea follows with an examination of its pros and cons. She also provides some helpful resources that will lead to your next step.

- **Instructional Design Essentials: Adult Learners**

  Adult learners have specific needs that have to be considered during the instructional design process. In this course, one in a series on instructional design, Jeff Toister explores the best practices and techniques that will help designers work with, and train, adult learners. Explore the theory behind adult learning, discover techniques to increase active (vs. passive) learning, see how to identify and surmount barriers to learning, and get additional resources for developing training for adults.

  Topics include:
  
  - Adult learning theory
  - Understanding the four stages of learning
  - Comparing active vs. passive learning
  - Overcoming learning barriers
  - Turning theory into practice
Instructional Design Essentials: Needs Analysis

Need to understand the training requirements of your learners? A needs analysis is the first step of any ADDIE-aligned instructional design process. Join Jeff Toister in this installment of Instructional Design Essentials and learn the three-step process to conducting a needs analysis that will accurately capture and define the goals of your project. Jeff brings his 20+ years of instructional design experience to bear, and helps you set clear goals with project sponsors, gather data from participants quickly, and analyze the data to identify gaps in your current system and goals for your future one.

Topics include:

- Setting project objectives
- Identifying the target audience for training
- Selecting data sources
- Facilitating focus groups and interviews
- Designing effective surveys
- Identifying participant needs
- Defining learning outcomes
- Presenting results to project sponsors

Instructional Design Essentials: Storyboarding

Want to talk about making your instructional design process more efficient? It's time to talk about storyboarding. Storyboards help designers, teachers, and developers collaborate and translate their ideas into relevant elearning experiences. Daniel Brigham shows you three common methods for storyboarding: using text, mockups, and rapid-prototyping tools. Discover what storyboarding can do for your elearning, and best practices for sharing storyboards with others.

Topics include:

- Benefits of storyboarding
- Creating an opening slide
- Storyboarding an animated-content slide
- Storyboarding a scenario and scenario feedback
- Publishing your project
- Sharing storyboards and incorporating feedback
• **Instructional Design Essentials: Working with SMEs**

Do you work with subject matter experts (SMEs)? Discover the secrets to translating their knowledge into engaging instructional content. Jolie Miller explores getting to know SMEs—setting both of you up for success and productivity—as well as arranging logistics, outlining the content, and delivering the project to the SME's and the audience's satisfaction, while keeping the content factually correct and interesting.

The course also shows you how to set up project schedules, overcome common obstacles, and use a variety of approaches to ensure that the content you build together will be stronger than the content either of you would build alone. The lessons are framed by a fictional ID/SME relationship that models how the two partners work together to create a customer-service training session.

Topics include:

- What is an SME?
- Understanding how designers and SMEs interact
- Getting to know the SME
- Building a schedule
- Outlining the content
- Managing deliverables
- Retaining the SME's voice
- Incorporating feedback
- Launching the content

• **Instructional Design Essentials: Creating Video Training**

In this course, Garrick Chow shares the tips, tricks, and training techniques he's learned from over twelve years of leading video training for lynda.com. First, he explains how video training differs from classroom instruction, and shows how to plan your content to anticipate your audience's needs and questions. Garrick then walks through the process of writing meaningful objectives, scripting movies, and selecting software and a good location for recording, and goes over the delivery styles that create successful elearning experiences. Finally, learn how to edit your videos, and share them with students.

Topics include:

- Understanding your audience
- Defining course- and movie-level objectives
- Scripting vs. outlining
- Deciding which visuals to use
- Preparing your computer for recording
- Handling mistakes and redos
- Sharing your movies
Gamification of Learning

Gamification is an underutilized element in instructional design, but it's crucial to engaging today's learners and enabling content mastery. In this course, professor, instructional game designer, and author Karl Kapp lays the foundations of the theory, provides examples of gamification in three real-world learning scenarios, and breaks down the dynamics of gamification (aka what makes games fun!): escape, collection, discovery, pattern recognition, and other risk/reward activities. Plus, learn to put the different elements of gamification—from setting goals to providing multidimensional feedback and leveling up—to work for your classroom. If you don't have experience gaming, don't worry. Professor Kapp focuses on gamification as a design sensibility, making the principles clear to gamers and nongamers alike.

Topics include:

- Exploring games, gamification, and simulations
- Content gamification vs. structural gamification
- Seeing gamification in action
- Scaffolding
- Capitalizing on intrinsic and extrinsic motivation
- Collecting, acquiring, and allocating resources
- Constructing and creating
- Setting up rules
- Providing feedback
- Telling a story
- Thinking like a game designer
Moodle Administration Essential Training tackles Moodle's administrative side. It provides a simple introduction to installing and setting up a Moodle site—even for those with no server or database-related experience. Author George Papazian explores the server environment required to install and run Moodle 2.8, describing how to configure the LMS for a variety of applications. George also covers common administrative tasks such as creating and managing users and courses, adjusting permissions, and setting up a school-wide grading system. He shows how to enhance Moodle with themes and plugins, which allow administrators to customize the look and functionality of their sites. The course closes with some tips on keeping Moodle more secure.

Topics include:

- Configuring your local server with XAMPP or LAMP
- Installing Moodle
- Connecting to the database
- Installing cron and automating cron jobs
- Creating views
- Changing primary settings
- Adding and managing users and cohorts
- Setting roles and permissions
- Creating and managing courses
- Applying themes
- Working with plugins
- Keeping your Moodle site secure
• **Moodle Advanced Techniques**

Go beyond the basics with Moodle. This course will look at how instructors can efficiently and effectively assess learning in a Moodle environment, communicate with students, and add more interactive elements to their online courses. Kevin Kelly covers the intermediate and advanced features of Moodle, such as the Book module, adaptive and conditional activities, videoconferencing and social media integration, and alternative ways to assess learning with rubrics, scoring guides, and Moodle's Workshop module.

Topics include:

- Creating multipage resources
- Using SCORM content in Moodle
- Building adaptive and conditional activities
- Integrating Skype and Facebook
- Creating workshops
- Recognizing achievement with badges

• **Moodle 3.0 First Look**

Moodle is a leading open-source learning management system, used in K–12 and higher education systems around the world. Meet the latest incarnation, Moodle 3.0. This version is full of smaller updates and enhancements that make Moodle easier and more enjoyable to use, plus a few exciting new features such as the integration of competencies and learning plans in Moodle core. Oliver Schinkten will also introduce drag-and-drop quiz creation, grading interface improvements, and usability enhancements to group filtering, sorting, and course formatting, as well as Moodle Mobile.
Learning Management System (LMS) Fundamentals

Do you have a learning management system and not know how to use it or want to use an LMS to facilitate an online course? Let author and educator Aaron Quigley walk you through the fundamentals of all learning management systems, including a look at what they are, how they function, the common elements core to each system, and a tour of the most popular LMSs on the market. Learn about setting up courses, interacting with students, using online gradebooks, and choosing the platform that's right for your needs! Take a look at Moodle, Blackboard, Canvas, Desire2Learn, and more, and figure out where you want to go next.

Topics include:

- Looking at standard and advanced LMS features
- Understanding learning needs
- Creating an online library
- Grading online
- Enrolling students
• **Up and Running with Schoology**

Get started with Schoology, the award-winning learning management system. Oliver Schinkten walks educators and elearning authors through the steps of creating a course in Schoology, while describing best practices for teaching online and using an LMS to supplement face-to-face instruction. He shows how to add assignments, quiz students, grade papers, and facilitate online discussions with students. The chapter for students is designed to help learners sign up for Schoology and consider their digital footprint when they're active online.

Topics include:

- Signing up for a teacher account
- Customizing your profile
- Creating a course
- Adding course materials and additional sections
- Adding learning objectives
- Creating assignments and quizzes
- Starting online discussions
- Adding new members and groups
- Grading student work
- Using the course calendar
- Creating a student account
What makes a compelling presentation? A presentation that is built on strong research, tailored to your audience's interests, and designed to anticipate and answer questions about your message. In this course, author and Kelley Business School professor Tatiana Kolovou teaches you how to prepare strong business presentations. Learn how to find your story, appeal to logic and emotion, gain credibility, build a deck, and deliver a compelling presentation. Along the way, follow Katie, a young professional, as she prepares to give a presentation to the executives at her organization.

Topics include:

- Analyzing your audience
- Strategizing for possible audience reaction
- Building credibility with your audience
- Collecting information
- Organizing content
- Designing slides
- Practicing your presentation
- Holding a Q&A session
Public Speaking Fundamentals

Develop the skills you need to prepare and deliver an outstanding speech or presentation with our public speaking training. Author Laura Bergells offers practical insights that can help presenters prepare, open, deliver, and close their speeches. Along the way, discover how to project confidence, storyboard a speech, take questions, respond with thoughtful answers, and develop the creative story that adds life to a speech.

Topics include:

- Identifying your audience
- Developing credibility
- Introducing an agenda
- Exploring five strong opening techniques
- Developing great body language
- Understanding room dynamics
- Handling questions and answers
- Getting feedback

Designing a Presentation

Whether you're pitching an idea to the boss or delivering a speech at a conference, an engaging presentation will help you reach your audience and emphasize your message. Join lynda.com staff author Justin Seeley as he explains what goes into a great slideshow—one that aids, not detracts from, the story you want to tell—and shows you how to create your own. Learn to develop themes from selected colors, images, and fonts and start adding content. Then showcase your data with charts and graphs, add animation and transitions, and control focal points, or areas you want to draw your audience's attention to. The lessons in this course work with a variety of presentation software, including PowerPoint and Keynote.

Topics include:

- Exploring the tools of the trade
- Setting up a slide deck
- Developing a slide theme with fonts, images, and colors
- Creating a storyboard
- Choosing software
- Using images as backgrounds
- Exploring the rules of slide typography
- Building charts and graphs
- Creating text and image focal points
- Effectively using animations and transitions