

# Course Design & Development

Transform your capacity to create  
high-quality online or blended  
courses on time and on budget



[go.pearson.com/coursedevelopment](https://go.pearson.com/coursedevelopment)

# Take your digitally-enabled teaching to the NEXT level...

As you continue to implement greater digitally-enabled delivery, ensuring your blended and online courses embody the approach and content needed to reach, inspire and retain all your students is critical.

Whatever point you've reached in your digital transformation journey, we can help you meet your strategic goals and drive long-term success by enabling you to bring your plans to fruition faster and cost-effectively.

Whether you need help to develop entirely new provision or reinvigorate a current module, course or suite of courses, our friendly, experienced team of specialists can adapt to your needs.

**Just 41%** of the 3,389 students surveyed by Wonkhe<sup>1</sup> and Pearson in February 2021 agreed or somewhat agreed that online learning activities are varied and engaging.

With the shift to greater online course delivery becoming a more permanent feature and cohort sizes steadily rising, it's critical to ensure that the remote elements of students' learning experience are as enriching and coherently structured as the in-person experience.

**We have the experience, expertise, tools and technology to help.**

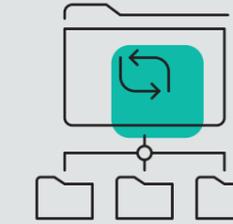


## Exceptional learning experiences



Whether you're looking to strengthen an existing module, course or portfolio of courses, your delivery can benefit from the quality and speed that our experience, expertise, technological capabilities and content can bring to your vision.

## Your tech, your hallmark



Whatever your chosen VLE or tech, our HE specialists will augment your students' digital experience – ensuring all content is white-labelled for a seamless student journey.

## Future-proof your strategic vision



By working with our team of experts, not only can your vision be realised to the highest standards more rapidly, but your academic staff can be freed up to help deliver a more sustainable and adaptable future for your institution.

*“It's a massive step change... it's been designed in order to make you learn. It's more interactive, it's more engaging, I feel like I'm getting a lot of value from this course now.”*

Feedback from student, Northumbria University (on a course designed and developed in partnership with Pearson)

Explore how we can support your teams and find out more about the range of flexible services we provide to help you **expand your capacity and capabilities...**

# Whatever stage you're at, we can help

We understand the challenges that moving current modules or courses to a full or partially online mode of delivery or developing them from scratch can present – **even for universities with dedicated in-house course development teams.**

Designing, creating and launching high-quality digitally-enhanced courses usually requires a considerable amount of **investment and time**, both to do the work itself and to keep abreast of new technologies and technology-enhanced learning.

## Start from a strong foundation

If you're looking for more ways to enhance your existing provision and are thinking of taking the initial steps into an online or blended delivery, a free consultation with our team can help set you on the right path.

Whether you're developing new online or blended courses, moving current modules or courses to a full or partially online mode of delivery or looking for more ways to enhance your existing provision, we can help ensure you have **identified, evaluated and implemented** all of the elements that are vital for driving the success of your course or module.

## Building your vision successfully

Keeping abreast of new technologies and technology-enhanced learning is not easy under normal circumstance but it's a critical success factor in ensuring you design, create and launch high-quality courses and provide students with the **value for money** they expect.

You may already know which modules or courses you wish to develop, but need help to progress and are considering working with a partner. We can help you and your stakeholders agree a vision and an approach for your project that will **help you stand out from the competition.**

## Ensure wider reach

Expanding your provision to online or blended delivery can help you reach new audiences and widen participation by creating a more inclusive experience for a more diverse student cohort. But there are several elements of your course or module that must be clearly identified, evaluated and implemented in order to ensure the success of your strategy.

Our wide range of bespoke, expert support from specialists in technology-enhanced learning and teaching can **help you maximise efficiencies** to help you reach these new audiences more effectively and more rapidly.

We've worked with a broad range of providers to help them **swiftly upscale and flex** their current resource to enable multiple projects to come to fruition, ensuring each is grounded in strong pedagogy and robust learning design.

*“The courses have been developed specifically for online delivery, with rich and engaging content, clear and accessible structure and tools and services designed to support the student in their learning journey. The integration of well-considered instructional design models and high-quality learning materials places the quality of the student experience at the forefront of the online learning delivery.”*

Simon Thomson, Head of Digital Pedagogy, Leeds Beckett University, UK

## Why academics choose to work with us

We've worked with over 80 higher education institutions globally to develop more than 3,000 courses.

The breadth and depth of expertise across our team of specialists can also **help you rapidly flex and scale your capacity** to create or enhance online or blended courses.

By blending your academic expertise and knowledge with our market-leading understanding of new and immersive technologies and experience and capabilities in technology-enhanced learning and teaching, you will be able to maximise the efficiency and cost-effectiveness of your investment.



Discover our range of bespoke services...

Get in touch at: [go.pearson.com/coursedevelopment](https://go.pearson.com/coursedevelopment)

# Bespoke services

We understand that each institution is unique and that the resources, online learning expertise and budget within each differ immensely, which is why our services can be customised to meet your individual institution's needs.

Every course we help develop is firmly grounded in research-based, tried and tested learning design principles that meet **legal and accessibility requirements** and result in robust, engaging and successful learning experiences.



“The learning design workshops and proof of concept demonstration were very successful in demonstrating Pearson's expertise, collaborative working style and understanding of our core values.”

Associate Director: Delivery & Development, Tavistock and Portman NHS Foundation Trust

## Full custom design and development package

*End-to-end course co-design, development and project management*

This fully bespoke service can be applied to a module, course or suite of courses. Our team is highly collaborative, ensuring you retain complete control.

An experienced project manager will ensure everyone involved has full visibility of the timelines and dependencies, continually tracking progress against the plan to make sure your project launches on time. Elements of the service can be flexed as needed and include:

- assessment and evaluation of readiness, accessibility and course viability
- design and visual mock-up of course structure
- VLE optimization and integration of digital elements
- audit and mapping of existing content
- management and creation (or co-creation) of new digital assets and assessments
- integration of third party and social tools
- multi-device testing
- training on instructional design, learning technologies and online delivery
- ongoing support
- measurement of efficacy and outcomes.

Each course has a bespoke project plan to match the institution's availability to make their contributions. After contract signature and once all project requirements have been agreed we commit to delivering in time for your first teach date.

## Consultation Services

*Readiness assessments of your institutional ability to deliver your proposed project prior to development*

Our experienced team works with you and your colleagues to objectively assess your readiness to deliver your online or blended module, course or suite of courses.

Consultation can be customised to meet your specific requirements but is primarily focused on one or more of three core areas:

- institutional readiness
- academic readiness
- technology assessment.

In order to establish your readiness, our team will:

- help you assess the viability of your online or blended course ideas
- review the size of the market opportunity
- coach you through tried and tested analysis frameworks, bringing together your internal team for interactive workshops where appropriate.

The objective of our consultation service is to give you a clear assessment of the likely success of your course, and a plan for areas of improvement.

Project length is subject to variation but we aim to present a full assessment for review within 3 months of contract signature.\*

## Specialist Learning Design

*Support for specific areas or tasks relating to module or course co-design, or development that requires learning design expertise*

Ideal for universities who either have gaps in their learning design expertise or would like additional capacity to manage multiple projects.

We can bolster your dedicated in-house course development team by taking on specific tasks and projects, such as:

- learning design co-creation - supporting the development of a single learning design, or a framework for application across multiple projects, through a co-creation process with multiple institutional and external stakeholders
- learning design implementation – working hand-in-hand with your department to help you translate your learning design into a tangible set of processes and tools to support the content development process
- curriculum design & content development training (for academics new to developing online or blended provision or who need extra support).

Our experienced team is highly collaborative and will work as an extension of your in-house team. Our Specialist Service model assumes that you will retain responsibility for project managing the overall project and will regularly update us on any dependencies or changes to the timeline that affect the areas we are supporting you with.

Project length is subject to variation but we aim to present a full assessment for review within 3 months of contract signature.\*

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\*Agreement to contract the Consultation and Specialist Learning Design services is subject to Pearson's analysis of the customer's needs.

# Collaborate with our team of specialists

Our friendly, experienced team of specialists in learning and instructional design, user experience, technologies and accessibility have the skill, expertise and enthusiasm to help you build fantastic learning experiences for all your students – ensuring your courses are grounded in strong design and sound pedagogy.

The team has extensive experience of working in universities and will work collaboratively with your in-house team to implement the elements you require to help bring your new online or blended courses into being using your chosen platforms.



Together, our specialists can help ensure you and your colleagues have assessed every consideration and help you design and create provision that both reflects the university's pedagogical standards and is in line with your goals, capabilities and technologies – whether for one or multiple modules, courses or disciplines.

Their breadth of expertise and flexible ways of working can help you accelerate, flex and scale your capacity to deliver your projects so that they can be brought to market more rapidly and within your available budget.



**Dr Esther Jubb, Head of Academic Services**

I lead the team responsible for learning design and academic delivery support. With more than 20 years' experience working within the higher education sector, I have held academic and professional roles for a number of universities (including the Universities of Durham, Liverpool John Moores, Sheffield, Derby and Cumbria) and have undertaken consultancy both in the UK and internationally.

My particular specialisms are curriculum design and development, online programme design and delivery, academic development and technology enhanced learning. I have developed pedagogical frameworks and delivery approaches for fully online and blended programmes and have designed, validated and developed postgraduate, undergraduate and degree apprenticeship programmes for fully online delivery in a range of disciplines.

I hold a PhD from Durham University, and am a Principal Fellow of the Higher Education Academy.



**Julie Jeffries, Head of Digital Delivery and Operations**

I lead our delivery team of lead instructional designers and content producers.

With more than 18 years' experience in content creation and editorial management within education publishing, I have developed efficient processes that have a particular emphasis on continuous improvement and scalability.

My team and I will work with your academic staff to provide a dedicated point of contact during the writing and development of your content for the online environment.



**Janet Nicholls, Lead Learning Designer**

As Lead Learning Designer, I am responsible for programme/curriculum learning design. I have previously held roles specialising in the design, enhancement and delivery of online programmes for UDOL and Roehampton.

I also held the position of Design and Development Manager for the National College for School Leadership, specialising in blended learning programme development for the teaching profession.



**Paul Trueman, Technical Solutions Manager**

Prior to joining Pearson, I established and led Northumbria University's Technology Enhanced Learning (TEL) team, where I also held positions on both their Academic Board and steering group of Heads of eLearning Forum.

Before this I headed up and managed VLE provision for Eaga PLC and Carillion PLC – overseeing all online learning provision, content authoring, delivery and support – and held training positions with Oracle and JISC, as well as teaching, Curriculum and Programme Leader roles across the world. I'm currently working towards my doctorate (DBA) in technology enhanced learning.



**James Hall, Design Manager**

I am a UX/UI specialist with over 15 years' experience in publishing. I am passionate about putting the learner at the centre of everything I do and have a wide area of expertise ranging from accessibility to design thinking methodologies.

My expertise is in creating, testing and fast prototyping interfaces to a high standard of design and usability.



**John Roberts, Online Learning Consultant**

I am responsible for the design, development, and delivery of student and tutor induction and training services.

With experience of designing, developing and delivering fully online programmes for UK HEIs and alternative providers, I offer the experience and knowledge to support academics to succeed in their engagement with online delivery.



**Jo Corwood, Services Consultant**

Often your first point of contact, I help to explore the needs of both academic and professional staff.

Over 12 years I've helped numerous educators and leadership teams from a wide range of UK Higher Education institutions identify the most appropriate products and services for their strategy and requirements.

## Upskilling academic staff

The rapid shift to move teaching to fully online or blended delivery has impacted heavily on academic staff. Making time to build colleagues' confidence, skills and competencies in creating and delivering online and blended provision and improving their approaches to engaging and supporting students digitally will result in more enjoyable, impactful learning experiences.

Our staff training service can help support academics, particularly those with limited experience of online or blended delivery, to make the courses they are delivering online successful and engaging. Developed by experts in online teaching and learning specifically for higher education staff, our training opportunities can be used together or independently to help you equip your colleagues with the skills and confidence to be successful in online teaching.

### Asynchronous online modules

Our four **self-paced, very affordable** online courses offer a combination of theoretical and practical guidance, supported by short self-assessment quizzes to check understanding and opportunities to reflect on current and future practice.



### Customised live (online) training

We can also provide **bespoke live virtual training** sessions designed for Heads of Department, Technology Enhanced Learning or Professional Development teams.

This highly tailored and contextualised support can help colleagues with key strategic aspects of developing online or highly blended courses and are based on the identified needs of your institution, department, school or discipline(s), the level of staff experience, as well as the particular challenges and goals of different learners.

Find out more about our staff training at: [go.pearson.com/stafftraining](https://go.pearson.com/stafftraining)

## Strong pedagogy, robust learning design

You can be confident that every course we develop is firmly grounded in research-based, tried and tested learning design principles.

We are learning all the time. Pearson has hundreds of learning and instructional designers who share resources and research that add to our historical foundation of best practice and cutting-edge experiments in learning.

As we learn we add to our core set of principles:

- Objectives and alignment: Write clear, discrete statements that are sufficiently challenging before creating aligned content and assessments.
- Formative assessment: Include multiple checks during learning so learners can pinpoint gaps/strengths, track progress, and summarise learning.
- Feedback: Provide clear, timely and focused feedback that feeds forward.
- Scaffolding: Set appropriately rigorous tasks so they are within reach of the learner, and then incrementally increase in difficulty.
- Critical thinking: Design activities that get learners to objectively analyse an issue to make a judgement.
- Self-regulation: Empower learners to monitor their own learning.
- Learning transfer: Create opportunities for learners to apply previous learning to new situations.
- Collaboration: Incorporate group work into the curriculum.
- Adaptation: Design the learning experience to adjust to the learner's prior and learnt knowledge, aptitudes, and/or cognitive abilities.
- Authenticity: Create opportunities for the learner's knowledge and skills to have an impact beyond the classroom.

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# Your route to delivering exceptional learning experiences

We're working with HE providers across the country to help create robust, accessible and engaging learning experiences for both students and educators. Discover how we can do the same for your new and existing online and blended provision.

## Get in touch

A free consultation will help you explore how we can support your department, school or institution with scoping, designing or building innovative modules or courses. Get in touch to see how we could help you:

- transform your students' experience through digitally enhanced, personalised platforms and content
- create a more inclusive experience for a diverse student audience
- embed innovative ways to improve student attendance, engagement or retention
- develop a consistent, high-quality approach that meets legal and accessibility requirements and provides more support to academic staff
- reach, attract and engage new student audiences on an international stage.

Contact us at: [go.pearson.com/coursedevelopment](https://go.pearson.com/coursedevelopment)

## Considering an OPM partnership?

We also provide Online Programme Management (OPM) partnerships for institutions needing end-to-end support to launch, operate and finance new online post-graduate courses. Discover how we're building sustainable, lasting partnerships with some of the nation's top academic institutions at:

[go.pearson.com/opmsupport](https://go.pearson.com/opmsupport)