



The Accidental Instructional Designer: Learning Design for the Digital Age

By Cammy Bean

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By Cammy Bean

Don't create boring e-learning!

Cammy Bean presents a fresh, modern take on instructional design for e-learning. Filled with her personal insights and tips, *The Accidental Instructional Designer* covers nearly every aspect of the e-learning design process, including understanding instructional design, creating scenarios, building interactivity, designing visuals, and working with SMEs. You'll learn all about the CBT Lady and how to avoid her instructional design mistakes. Along the way, you'll hear from a few other accidental instructional designers, get ideas for your own projects, and find resources and references to take your own practice to the next level.

The Accidental Instructional Designer is perfect for the learning professional or instructional designer who is just getting started with e-learning?or the more experienced practitioner looking for new ideas. In addition to sharing proven techniques and strategies, this book:

covers best practices and what to avoid when designing an e-learning program
presents e-learning in action through various case studies
shows how you can go from being an accidental instructional designer to an intentional one.

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Editorial Review

About the Author

Cammy Bean is the VP of Learning Design for Kineo <http://www.kineo.com/>, a global organization specializing in elearning solutions. Cammy Bean has worked as an eLearning instructional designer since the mid-90's (way back in the olden days, before we even called it e-learning!) In addition to the occasional novel, she likes to read books on instructional design and learning theory.

Mom to three kids, five fish, and one lizard, Cammy lives in Massachusetts. You can contact her on Twitter @cammybean or through her blog Learning Visions <http://cammybean.kineo.com>.

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