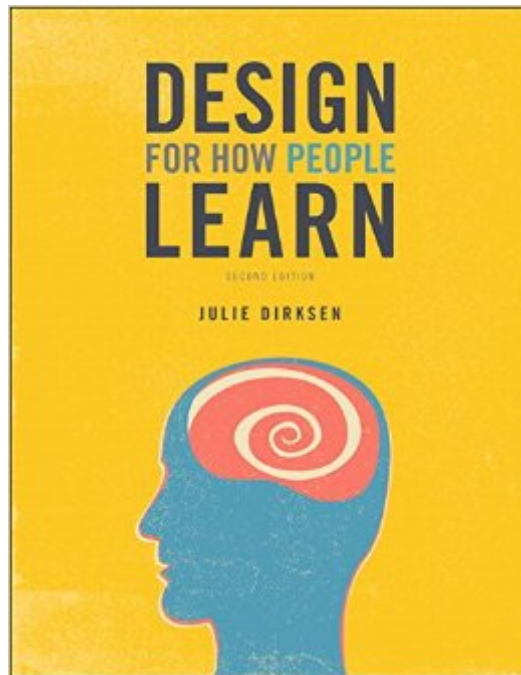# Design For How People Learn (2nd Edition) (Voices That Matter)

Synopsis

Products, technologies, and workplaces change so quickly today that everyone is continually learning. Many of us are also teaching, even when it's not in our job descriptions. Whether it's giving a presentation, writing documentation, or creating a website or blog, we need and want to share our knowledge with other people. But if you've ever fallen asleep over a boring textbook, or fast-forwarded through a tedious e-learning exercise, you know that creating a great learning experience is harder than it seems. Â In Design For How People Learn, Second Edition, you'll discover how to use the key principles behind learning, memory, and attention to create materials that enable your audience to both gain and retain the knowledge and skills you're sharing. Updated to cover new insights and research into how we learn and remember, this new edition includes new techniques for using social media for learning as well as two brand new chapters on designing for habit and best practices for evaluating learning, such as how and when to use tests. Using accessible visual metaphors and concrete methods and examples, Design For How People Learn, Second Edition will teach you how to leverage the fundamental concepts of instructional design both to improve your own learning and to engage your audience.

Book Information

Series: Voices That Matter

Paperback: 304 pages

Publisher: New Riders; 2 edition (December 17, 2015)

Language: English

ISBN-10: 0134211286

ISBN-13: 978-0134211282

Product Dimensions: 6.9 x 0.7 x 8.9 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 starsÂ Â See all reviewsÂ (7 customer reviews)

Best Sellers Rank: #36,841 in Books (See Top 100 in Books)   #11 inÂ Books > Computers & Technology > Graphics & Design > Desktop Publishing   #37 inÂ Books > Textbooks > Business & Finance > Business Communication   #65 inÂ Books > Education & Teaching > Schools & Teaching > Education Theory > Educational Psychology

Customer Reviews

Buy it, read it, live it. I have personally recommended this book to 5 people who each read it and started buying copies for their staff. A must for anyone who ever has to train anyone to do anything.

This book was excellent and can be read and understood by a wide audience. While it is clearly written for content designers, it was a valuable resource from the perspective of a leader/trainer. This perfectly translates instructional design theories and practices so that non-designers (trainers, managers, etc) can be better facilitators.

Really crystallizes the difference in mentality between creating sound instructional design and designing effective and engaging learning experiences. Great mix of theory and practice. References lots of other books and resources that I will be checking out.

This book is a must read . Clear steps and content. Easy to follow.It is a reference for those who are delivering and creating learning programs and consultants.

Design for How People Learn (2nd Edition) (Voices That Matter) Presentation Zen: Simple Ideas on Presentation Design and Delivery (2nd Edition) (Voices That Matter) Designing for Interaction: Creating Innovative Applications and Devices (2nd Edition) (Voices That Matter) Dealing With Difficult People: Get to Know the Different Types of Difficult People in the Workplace and Learn How to Deal With Them (How To Win People, How To Influence People) Bulletproof Web Design: Improving flexibility and protecting against worst-case scenarios with HTML5 and CSS3 (3rd Edition) (Voices That Matter) 100 Things Every Designer Needs to Know About People (Voices That Matter) Light It, Shoot It, Retouch It: Learn Step by Step How to Go from Empty Studio to Finished Image (Voices That Matter) Digital Product Management: Design websites and mobile apps that exceed expectations (Voices That Matter) Presentation Zen: Simple Ideas on Presentation Design and Delivery (Voices That Matter) Learn Spanish Step by Step: Spanish Language Practical Guide for Beginners (Learn Spanish, Learn German, Learn French, Learn Italian) Learn French Step by Step: French Language Practical Guide for Beginners (Learn French, Learn Spanish, Learn Italian, Learn German) Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability (3rd Edition) (Voices That Matter) Calder by Matter: Herbert Matter Photographs of Alexander Calder and his Work The Adobe Photoshop Lightroom CC Book for Digital Photographers (Voices That Matter) The Photoshop Elements 14 Book for Digital Photographers (Voices That Matter) Sketching Light: An Illustrated Tour of the Possibilities of Flash (Voices That Matter) Picture Perfect Practice: A Self-Training Guide to Mastering the Challenges of Taking World-Class Photographs (Voices That Matter) The Functional Art: An introduction to information graphics and visualization (Voices That

Matter) Scriptin' with JavaScript and Ajax: A Designer's Guide (Voices That Matter) The Adobe Photoshop Lightroom 4 Book for Digital Photographers (Voices That Matter)