Social Media Toolkit - Welcome!

Thank you for supporting the "An Introduction to Learning Experience Design" course series. In this toolkit, you will find messaging from the "An Introduction to Learning Experience Design" course series landing page, the course series logo, downloads to promotional videos, a shortened link to the course series description page, and sample social media posts that you are welcome to share through your channels.

Please contact us at ai-marketing@umich.edu if you have any questions or ideas for additional opportunities to collaborate in support of this course series.

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Social Media Toolkit - About

Series Description

An Introduction to Learning Experience Design will equip you with a broad knowledge of the field of learning experience design. This includes knowledge of key design activities, tools that learning experience designers (LXDs) use, and a look at the contemporary pedagogical, technological, and research information that designers need to stay current in the field. You'll also hear from professional learning designers, academic scholars, and leaders in the field who will discuss contemporary issues and directions. Through these experiences, you'll begin to establish pathways and networks for your career. With the help of extended reality, get the chance to experience authentic, immersive design scenarios where you'll be tasked with creating and implementing your own course design.

Series Image

Click on the image to download.

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Social Media Toolkit - Media Assets

Social Images

An Introduction to Learning Experience Design

Click on the image to download.

"We want to make sure our designs reach as many learners as possible. We recognize the fact that learner audiences can be quite variable, and we want to take that variability into account for our designs."

Christopher Quintana Ph.D.
Associate Professor, Marsal Family School of Education, University of Michigan
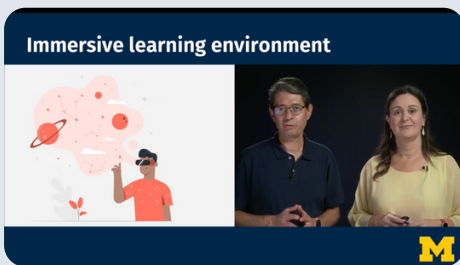
Chris Quintana Quote Card

"At the start of any design activity, it is important to consider who we are designing for. This helps us avoid a common design pitfall, which is creating a design that works for the designer rather than considering the needs and characteristics of our target audience."

Rebecca Quintana Ph.D.
Director, Blended and Online Learning Design, University of Michigan Center for Academic Innovation
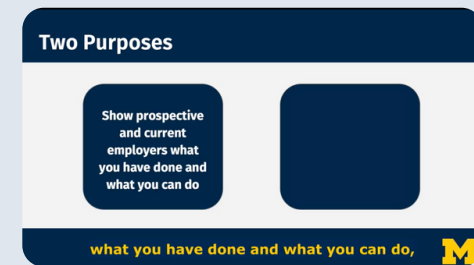
Rebecca Quintana Quote Card

Videos

Immersive learning environment

Immersive Learning Environment

How did you learn how to... make dinner?

Thinking About Your Learning

Two Purposes

Show prospective and current employers what you have done and what you can do

what you have done and what you can do,

The Major Purposes of a Learning Design Portfolio

Click on the thumbnails to download the image or video.

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Social Media Toolkit - Social Copy

Introducing the latest course series from [Michigan Online mention]: "An Introduction to Learning Experience Design." Master key course design activities, embrace the latest tools, and stay ahead with insights into learning experience design. 📚

Enroll now: [LINK]

Recommended Content: Social Image

Great learning experience design starts with one powerful question: "Who am I designing for?" Join Rebecca Quintana of [Center for Academic Innovation mention] and Christopher Quintana [U-M School of Education mention] in the [Michigan Online mention] course series "An Introduction to Learning Experience Design" to take your skills to the next level. 💻

Enroll Now: [LINK]

Recommended Content: Rebecca Quintana Quote Card

The new course series "An Introduction to Learning Experience Design" teaches you the importance of designing for all learners. Join Christopher Quintana and Rebecca Quintana of [U-M School of Education mention] in exploring the dynamic world of learning experience design. 💻

Enroll Now: [LINK]

Recommended Content: Christopher Quintana Quote Card

Advance your career in the growing field of learning experience design! Learn the major purposes of a learning design portfolio with Christopher Quintana [U-M School of Education mention] and Rebecca Quintana [U-M Center for Academic Innovation mention] in the [Michigan Online Mention] online course series "An Introduction to Learning Experience Design." 🎓💼

Enroll Now: [LINK]

Recommended Content: The Major Purposes of a Learning Design Portfolio

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Discover how learning experience designers can embrace a diverse online learning audience in an equitable, inclusive fashion. Join Rebecca Quintana of [Center for Academic Innovation mention] and Christopher Quintana [U-M School of Education mention] in the [Michigan Online mention] course series "An Introduction to Learning Experience Design." 💻

Enroll Now: [LINK]

Recommended Content: Think About Your Learning

Immerse yourself in the learning design experience using new 360 degree interactive XR simulations! Join Rebecca Quintana of [Center for Academic Innovation mention] and Christopher Quintana [U-M School of Education mention] in the [Michigan Online mention] course series "An Introduction to Learning Experience Design." 🗣️💻

Enroll now: [LINK]

Recommended Content: Immersive Learning Environment Video

Copy the text to use for social post promotion.

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Social Media Toolkit - Link & Hashtags

Short URL: https://myumi.ch/8rz1n

Recommended Hashtags:
#LXD #EdTech
#InstructionalDesign
#DigitalLearning #OnlineLearning