

We offer a wide range of
solutions to
meet your unique
learning needs



Content Solutions

Selecting the right Solution

Improve your Performance

Meeting business objectives successfully in a protean environment requires that your workforce constantly upgrade their skills and knowledge. This translates into learning as a continuous process for your organization. Elearning uses the benefits of modern technology to deliver quality and effective training, no matter where your employees may be situated or what their background. With eLearning, you can maintain a proficient workforce, and keep ahead of the changes in your domain, because better learning leads to improved performance.

Identify the Most Appropriate Solution

There are several ways of presenting and delivering eLearning. You can choose from completely online learning, offline learning, or blended learning. You can have completely customized content with differing levels of animation and interactivity, simulations, scenarios, or even educational games. Let Upside Learning help you to select what's right for your specific learning needs.

Custom Content Development



Development of custom content or enhancement of existing training programs for achieving specific learning and business objectives.

- Engaging Multimedia Courses
- Scenarios and Simulations
- Media Light Courses

Conversion Services



Conversion of existing material into standards-compliant, web-based training (WBT) programs.

- Print to WBT
- Instructor-led training (ILT) to WBT
- Video to WBT
- CBT to WBT

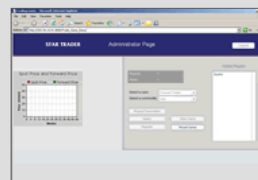
Blended Solutions



Creation or upgrading of blended learning components.

- Print to WBT
- Instructor manuals
- Multimedia presentations
- Interactive games

Educational Games



Creation of learning games within which learners can explore, attempt, and come up with solutions to a given problem.

Rapid Authoring Solutions

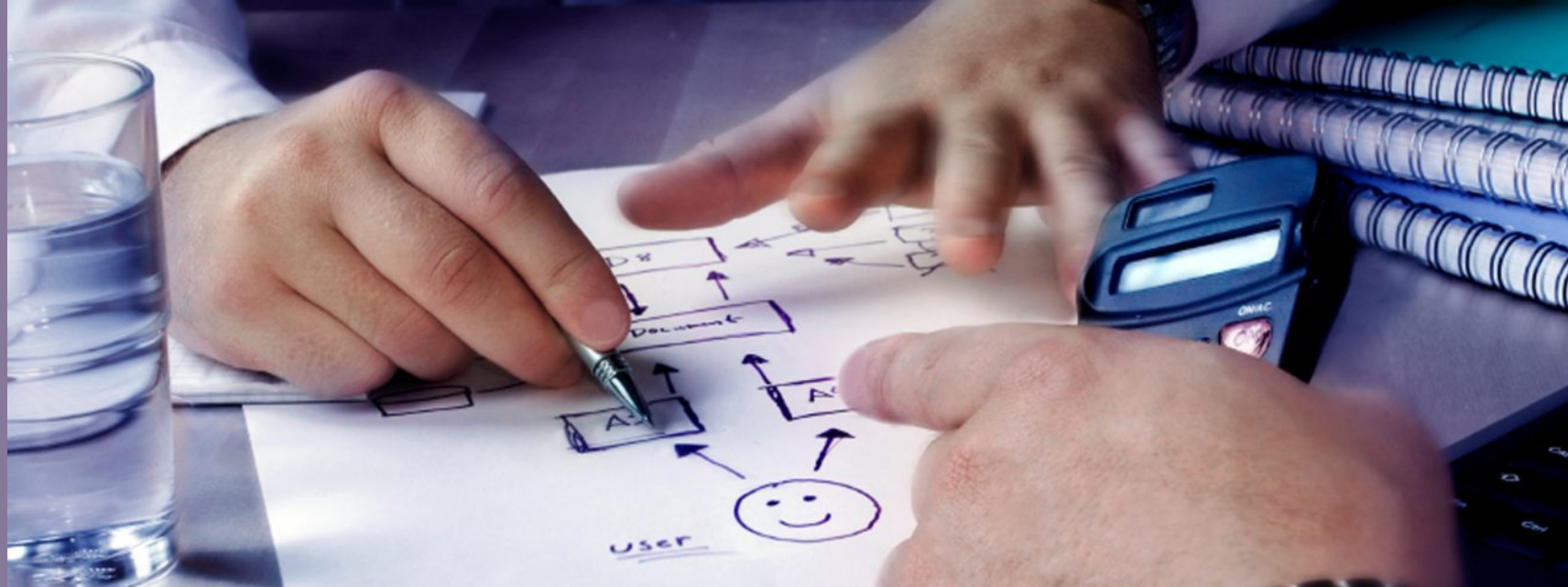


Provision of authoring services or framework for urgent learning needs.

- Rapid Authoring Services
- Rapid Authoring Framework



Sound instructional and visual design



Instructional Design

- Instructional design begins with a learner and task analysis to identify learning objectives.
- Instructional materials and activities are then systematically designed and developed to fulfill these objectives, using instructional design theories and models as methods or frameworks.
- This means analyzing source content with respect to learning objectives at different levels, deciding an assessment approach that most effectively tests these objectives, structuring the content into an effective instructional flow, categorizing content chunks, and deciding how best to present them to the learner.
- No matter what the solution, instruction must be clear, effective, and interesting. Individual graphics are created based on the defined style, required communication functionality, and associated content type.
 - Bloom's Taxonomy
 - Merrill's Five First Principles
 - John Keller's ARCS Model
 - Merrill's Component Display Theory
 - Gagne's Nine Instructional Events

Visual Design

- The overall visual design strategy for a course is defined based on the course purpose and goals, learner profile, physical learning conditions, and communication technology considerations.
- The visual approach broadly addresses design of the Graphical User Interface (GUI), individual graphics, and screen layouts.
- Individual graphics are created based on the defined style and required communication functionality, which in turn depends on the associated content chunk category.
 - * The eLearning Developers' Journal (11 August 2003 issue)
- To make our visual communication effective and relevant, we draw on these visual communication and design principles:
 - Classic Graphic Principles
 - Gestalt Principles
 - Visual Design and Communication Principles that support the Cognitive Load Theory (Multimedia, Contiguity, Modality, Redundancy, Coherence)

*Ruth Colvin Clark and Richard E. Mayer. "eLearning and the Science of Instruction" Pfeiffer.2003.

Design Approach

We make sure that our courses are developed based on the instructional and visual design approach that best suits the target learners and the learning objectives.



Vast pool of
experience
and
expertise



People

Our team of over 110 highly skilled individuals has a collective professional experience of over 350 person-years.

In addition to our 110-person Content Solutions team, we also have a 30-person Technology Solutions team which provides in-house support, where necessary, for addressing LMS compatibility and other technical aspects.

We are proud to have over 90 partners and clients in the USA, the UK, Ireland, the Netherlands, Singapore, Australia, Taiwan, and India.

Since inception in April 2004, we have successfully delivered more than 250 projects spread across a variety of domains.

Development Tools & Technologies

Macromedia Flash

Adobe Acrobat

XML

Macromedia Authorware

Adobe Premiere

HTML

Macromedia Dreamweaver

Sound Forge

JavaScript

Macromedia Breeze

Macromedia Fireworks

PHP

Lectora Articulate

Corel Draw

.Net

Adobe Photoshop

3D Studio MAX

Java

Domains

Business management

Computer hardware & software

Construction

Engineering

Finance

Health and safety

Human resource development

Interpersonal skills

Manufacturing

Product training

Social services





Systematic **development processes**

Development Process

We follow well-defined process-based workflows to develop value-added yet cost-effective courses that fulfill your learning objectives.

Our development process is based on the ADDIE model, a five step process that provides a framework for planning, creating, and evaluating courseware. We have elaborated our process below.

Analysis

We understand your requirements, study your content, and propose a solution that fits your learning objectives. This could be simple posters promoting workplace safety, or complex business simulations. We define the program goals, outline the instructional approach, and define the program flow and structure. We also define the development process, GUI, and specifications.

Analysis includes Content Study, Requirements Analysis, and Project Planning.

Design

Once the scope and approach is mutually agreed upon, we begin with the instructional and visual design for the prototype. We deliver the prototype and encourage you to get it reviewed by as many stakeholders as possible. When the prototype is frozen, we revise the language and design specifications.

Design includes Content Analysis, Storyboarding, Graphics Development, Integration, Quality Assurance, Third-party Review, and Modifications and Sign-off.

Development

We then develop the entire course / module / system on the basis of the agreed prototype and pass it through rigorous quality assurance processes at pre-defined stages. Every delivery from Upside Learning has gone through an independent third-party review.

Development steps are executed for all development units. They include Content Analysis, Storyboarding, Graphics Development, Integration, Quality Assurance, and Third-party Review.

Implementation

We deliver the developed course / module / system in a pre-agreed number of versions. We help you to implement them at your end and integrate them into your existing systems.

There are generally three steps within Implementation, although this can differ from project to project. They include Alpha Delivery, Beta Delivery, Gold Delivery, and Project Closure.

Evaluation

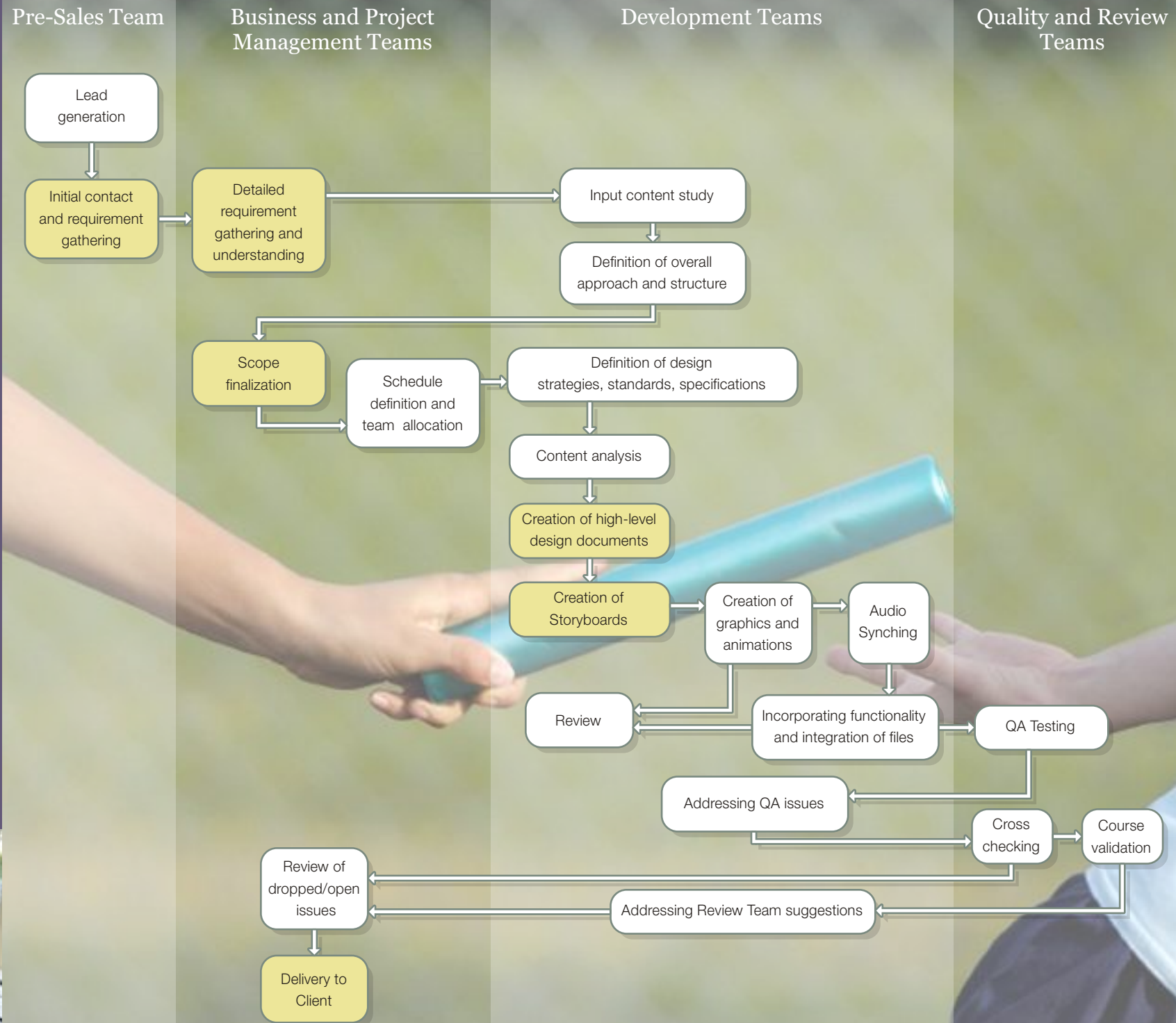
This is an ongoing process. We evaluate the project with the help of your feedback at various stages, and our own internal quality checks and reviews. Items that get reviewed during the Analysis, Design, Development, and Implementation phases include storyboards, graphics, and integrated files before and after quality testing. We identify the areas of strength so that they can be consolidated across our organization. We also identify the improvement areas and implement corrective actions to prevent their recurrence.

Internal and external stakeholders

Interaction Model

Our development processes include a series of internal and external interactions between clients, vendors or service providers, and Upside functional and management teams.

An overview of the sequence of interactions has been illustrated here/below/on the right.



Here's what some of
our clients
have to
say



“... [we] have found them to be very responsive to all our needs and [they] have produced a good quantity of high quality work. We have used them for all phases of e-learning content development”

Managing Director
An eLearning company
UK

“Overall we are very pleased with the work that has been produced by Upside. We are doing this for the first time and Upside has clearly demonstrated they understand and are willing to work with this....”

VP Production
A language solutions company,
Asia

“I am very satisfied with every aspect of the work that Upside has undertaken for us to-date, quality, speed of turnaround and value for money is first class.”

Francis McNamee
Multimedia Instructional Design, Ltd.
Ireland

“We wanted to implement a new approach to our traditional story-based learning by pushing our stories to the desktop via e-mail in a quick and engaging format. We contacted Upside with this requirement and the partnership yielded a couple of sharp demos. We are now moving into production with several projects.”

Michael Shermis
VP, Client Services/Senior Producer
WisdomTools





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