

## City & Guilds - Accredited eLearning Programme

### Project aim:

To provide City & Guilds with an intuitive and robust online Virtual Learning Environment to support the rollout of their first ever accredited UK wide eLearning programme designed to help long-term carers return to paid work.

### Project background:

Over one and a half million people, who have been forced to give up their jobs to look after sick, disabled or frail relatives, could benefit from a programme designed to help them back into paid employment. City & Guilds wanted to explore the possibility of using eLearning to reach this target audience.

### Services provided by Aurion:

Aurion's senior eLearning consultant worked with City & Guilds to develop their organisational, technical and educational eLearning strategy.

As part of the scoping requirements process, Aurion prepared a detailed technical and functional specification of how the VLE could meet the needs of learning centre managers, tutors and learners alike.



*"Aurion has a talent for taking quite vague instructions and ideas and turning them into detailed functional and technical specifications that meet requirements. They get under the skin of the project and try to really understand the users' needs and the needs of the client."*

Alan Vanstone, Learning for Living Project Manager  
City & Guilds

Aurion's Instructional design team trained and project managed a broad range of content writers on interactive writing techniques and devising content standards to support the overall educational design process.

The programme includes an exciting mix of over 48 hours of highly interactive and engaging multimedia learning materials professionally designed by the Aurion team, with the team also creatively scripting and producing high quality supporting Audio Visual material.

Aurion continue to work with City & Guilds to provide ongoing product enhancements and technical help desk support across the UK.

### Product features:

The new bespoke eLearning environment, entitled "Learning for Living", incorporates a blend of mixed-media learning; text, graphics, animation, audio and video to present the content. It has been designed to facilitate multi-level access providing for three key levels of user login:

- A 'Learning Centre' layer.
- A 'Tutor' layer.
- A 'Learner' layer which supports an accredited and non accredited route through the learning materials.

Online assessor support, Discussion forums and Group-based activities help to address the isolation and social exclusion issues.

### Client benefits:

The Virtual Learning Environment has provided City & Guilds with a welcome opportunity to access and provide support for a new previously untapped market of learners in the UK.

To date, nearly 100 registered Learning centres have signed up throughout the UK to deliver the new City & Guilds accreditation. The Virtual Learning Environment seamlessly integrates with existing City & Guilds legacy systems to support single sign-on, online learner registration and certification.

The City & Guilds team can easily monitor and manage the programme from a centralised location by keeping in contact with Learning centres, tutors and students using the online environment. The City & Guilds Virtual Learning Environment was shortlisted for the International eLearning Age Awards in 2006 for the best example of 'supporting learners online'.