

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



# Content Solutions

*Star IT Euro*<sup>®</sup>

# Selecting the right solution

**Improve your performance**  
Meeting business objective 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.  
Star IT Euro 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



## 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.

## 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.

## 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)



Vast pool of  
experience  
and  
expertise



## Development Tools & Technologies

Macromedia Flash  
Macromedia Authorware  
Macromedia Dreamweaver  
Macromedia Breeze  
Lectora Articulate  
Adobe photoshop

Adobe Acrobat  
Adobe Premiere  
Sound Forge  
Macromedia Fireworks  
Corel Draw  
3D Studio MAX

XML  
HTML  
JavaScript  
PHP  
.Net  
Java

## Domains

Business management  
Computer Hardware & Software  
Construction  
Engineering  
Finance  
Health and safety  
Human resource development  
Interpersonal skills  
Manufacturing  
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 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 Star IT Euro 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

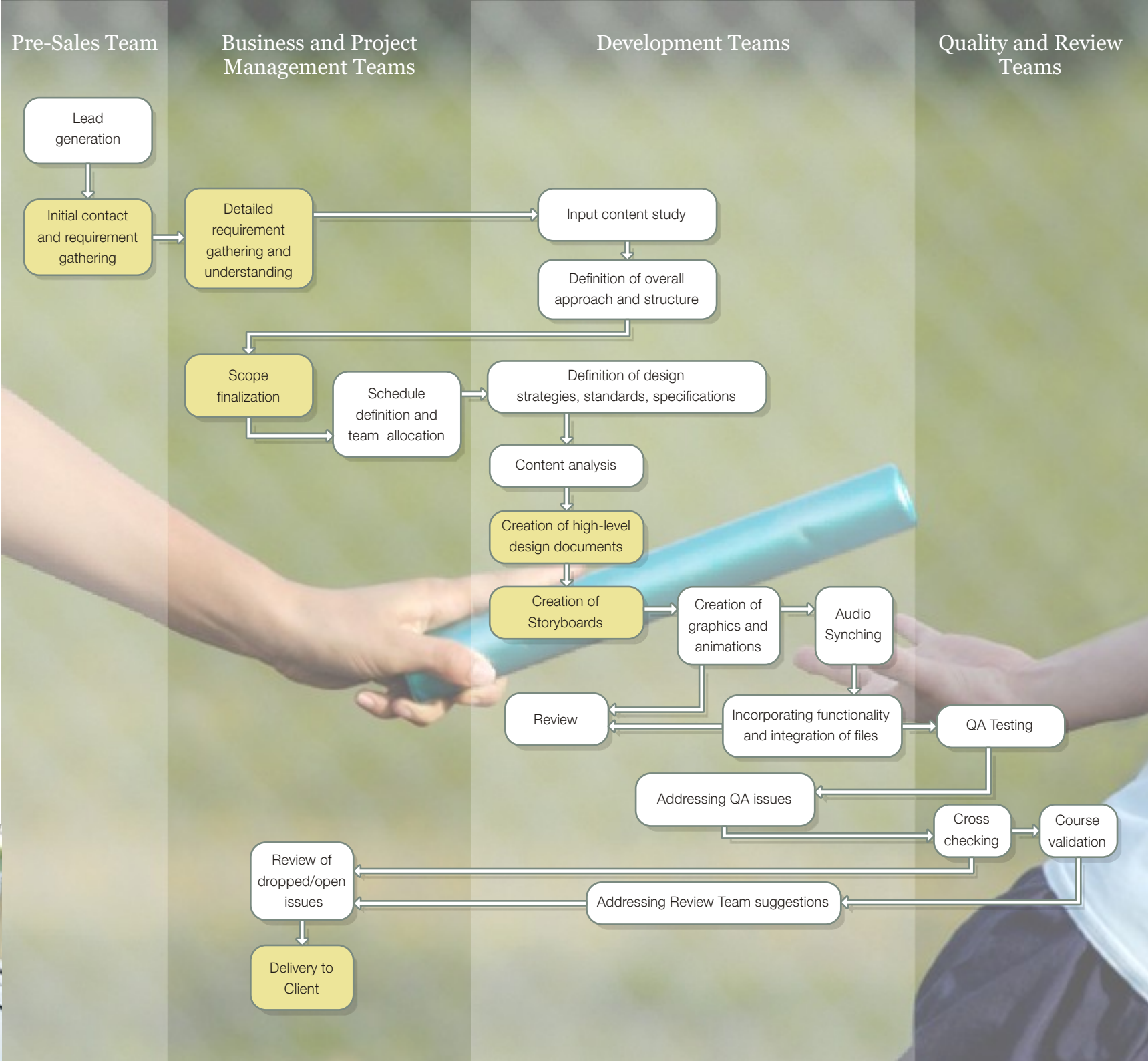
We deliver the developed course / module / system in a pre-agreed number of versions. We help you to implement them at your end and integrate them into your existing systems. There are generally three steps within implementation, although this can differ from project to project.

# Internal and external stakeholders

## Interaction Model

Our development processes include a series of internal and external interactions between clients, vendors or service providers, and Star IT Euro 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 University in UK

"Overall we are very pleased with the work that has been produced by Star IT Euro. We are doing this for the first time and Star IT Euro has clearly demonstrated Mand are willing to work with this ..."

Christian Marshall  
An Medical College in Middle East

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

Lena Levander  
An Virtual University in Canada

" We wanted to implement a new approach to our traditional story-based qlearning by pushing our stories to the desktop via e-mail in a quick and engaging format. We contacted Star IT Euro with this requirement and the partnership yielded a couple of sharp demos."

Dirk De Ceulaer  
An Large Company in USA





***Star IT Euro***<sup>®</sup>

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