Learning Experience Design Masterclass

One day training program
LX design masterclass

We all want to learn from experiences that engage and inspire us. This masterclass is designed to experience the power of creating such great learning experiences.

Learning experience design (LX design) is a versatile and challenging design discipline. It requires different types of expertise both from the field of design and the field of learning. During this intensive masterclass you’ll get familiar with all the fundamentals of LX design and bring the worlds of design and learning closer together.

Prior knowledge of LX design is not required for this masterclass, yet it is very welcome. Generally participants have different levels of expertise in LX design. The variety in participants’ backgrounds offers a wealth of prior experience to learn from. And there’s time to ask questions and dig in deeper to the specifics of LX design that matter to you.
**Program**

In the morning we’ll start to expand and align our views on LX design. The goal is to have a shared understanding and appreciation of LX design.

This will be achieved by covering both the theoretical foundation and practical application of LX design. This masterclass is as much hands on as possible. All the knowledge that you acquire will be applied straight away.

You will work on a group assignment that is designed to build creative confidence and get tangible results. Each group will go through a complete design process.

We’ll get to experience and test the actual designs the groups created at the end of the morning. This is always an exciting moment as we can experience first hand what a well designed learning experience does to you on a cognitive, personal and emotional level.
The afternoon is all about designing a complete learning experience using the Learning Experience Canvas. Once again you will work in groups and you will receive a challenging assignment.

First we are going to research the goals and characteristics of the learner. This will provide us with a solid foundation to start working on our designs. This is where we transition from an analytical to a creative mindset. And this is where you can really push your boundaries to come up with a truly original and meaningful learning experience.

Your design will come to life as a rapid prototype. Now you can put all of your assumptions, ideas and design choices to the test. As we test our designs you will learn what works and what doesn’t.

At the end of the day we will take time to reflect on what we’ve created and learned. This is a great moment to get useful feedback from the trainer and your colleagues.
This masterclass is conducted by Niels Floor. Niels is a pioneer in the field of learning experience design. He is the founder of Shapers, a design and training agency specialized in learning experience design. As the creator of the Learning Experience Canvas (www.lxcanvas.com) and the initiator of the LXDCON events (www.lxdcon.com) he is at the forefront of the vibrant global learning experience design community.

As an international trainer, teacher and speaker he is dedicated to the application, promotion and development of learning experience design around the world.

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