



**McKissock Learning**

## About The Project

The Upwork job post said it all, "Need creative instructional designer to make boring text-based course come alive." McKissock Learning, a division of Colibri Group, that provides online learning solutions for licensed professionals in the real estate, property appraisal, and banking industries, needed to spice up their "boring" (their words... not ours) courses. They were looking for "pizzazz!"

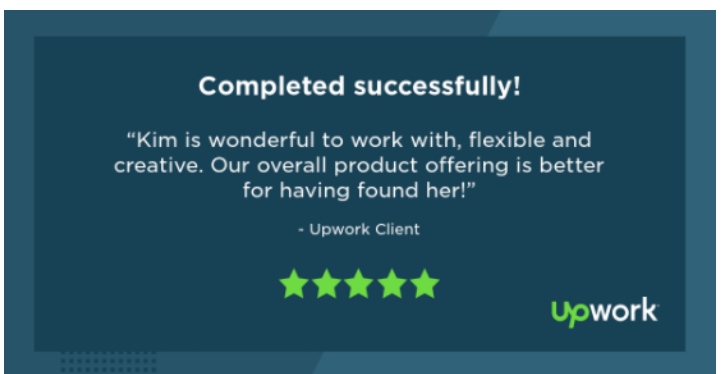
Enter The URL Dr, who was hired to take some pretty dry appraisal training and "spice it up." After reviewing and analyzing the learning approach, the audience, the LMS system, and the instructional materials that existed, The URL Dr developed a new online learning program that incorporated animation and storytelling with a real estate theme, that truly spoke to the students.

## Objectives

- ✓ Improve quality scores associated with course
- ✓ Re-imagine a text-based course into video
- ✓ Produce content that met the specs of the current proprietary LMS system
- ✓ Produce something with "pizzazz"

## Services Utilized

- ✓ Instructional design
- ✓ Vyond animation
- ✓ Video editing
- ✓ Content development/editing



## Results

The original online course had been text-based with no interactive components or video. The newly imagined course, with real estate imagery and characters, brought the content to life. 147 Videos in total were created for this project. Quality scores of the new and improved course were through the roof! The client was extremely happy with the results.