

lynda.com

Distance Learning by and for Design

What is [lynda.com](https://www.lynda.com)?

subjects

software

most viewed courses

view all 938 courses

3D

Architecture
CAD
Character Design
Character Rigging
Modelling
Rendering
Textures + Materials
Visual Effects

Animation

Character Animation
Character Rigging
Documentaries
Visual Effects

Audio

DAW
Documentaries
Mixing + Mastering
Music Production
Plug-Ins
Recording
Scoring + Composition

Business

Accounting + Finance
Collaboration
Databases
E-learning
Office Suites
Online Marketing + SEO
Operating Systems
Presentations
Productivity
Project Management

Design

Color
Digital Illustration
Digital Imaging
Documentaries
Layout
Print + Prepress
Projects
Typography
Workflow

Documentaries

Creative Inspirations
Hillman Curtis Artist Series
lynda.com Presents
Santa Barbara Film Festival
Start to Finish

Developer

Application Servers
Databases
Development Tools
Languages
Mobile
Platforms
SDKs
Web

Home Computing

eBay
Home Office
iPhone + iPad
Mac OS X
Music
Personal Finance
Photography
Social Networking
Video
Windows

Photography

Cameras + Gear
Documentaries
Lighting
Photo Assignments
Photo Editing
Photo Management
Printing + Sharing

Video

Compositing
Compression
Documentaries
DVD Authoring
Editing
Keying + Mattes
Motion Graphics
Visual Effects
Web + Mobile

Web + Interactive

CMS + Blogs
CSS
Documentaries
Graphics + Animation
HTML + HTML5
Interactive
Projects
Prototyping
Scripting Languages
User Experience

library of 50,000+ videos

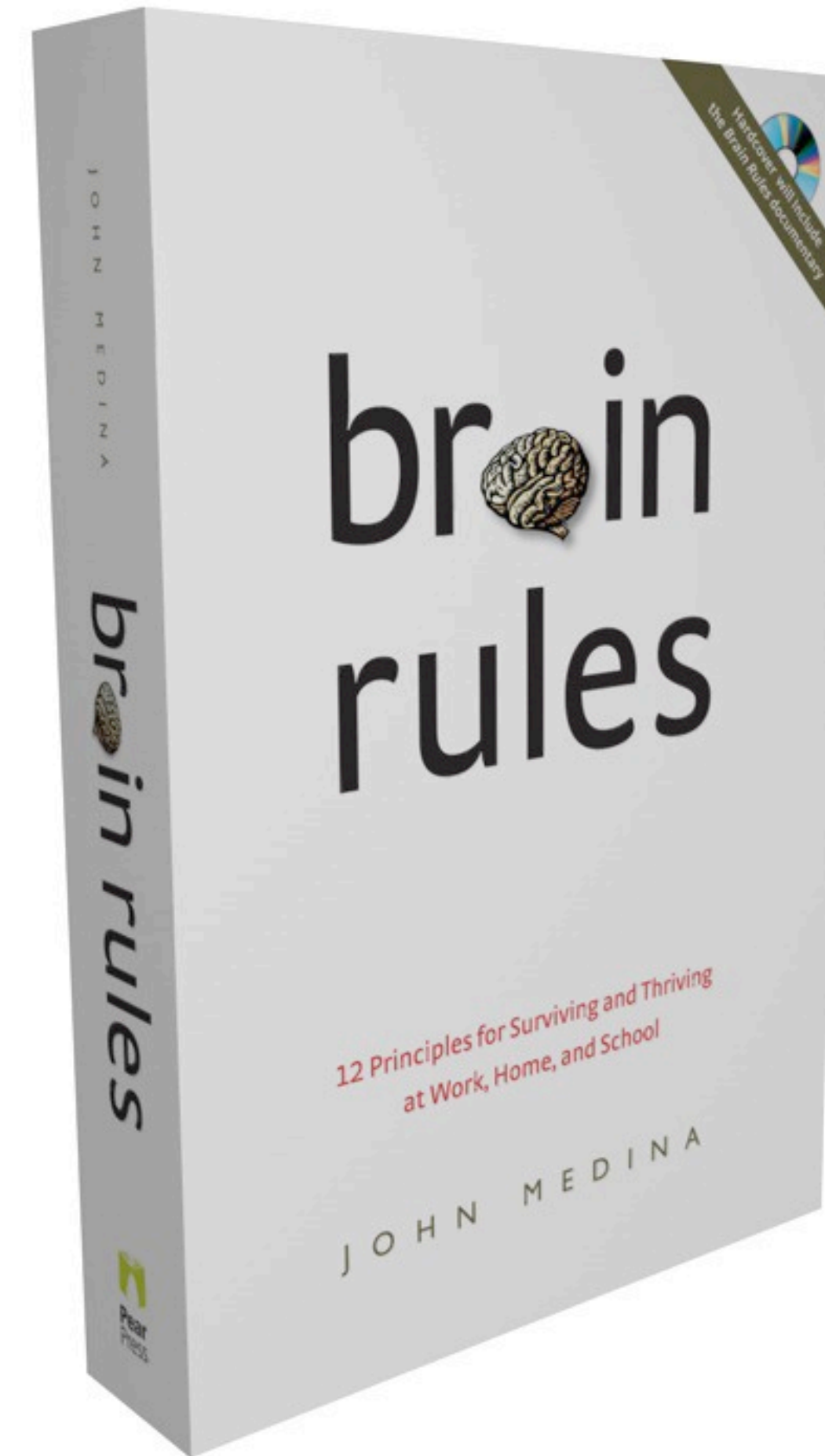
short, to-the-point, searchable



What would you like to learn?

search

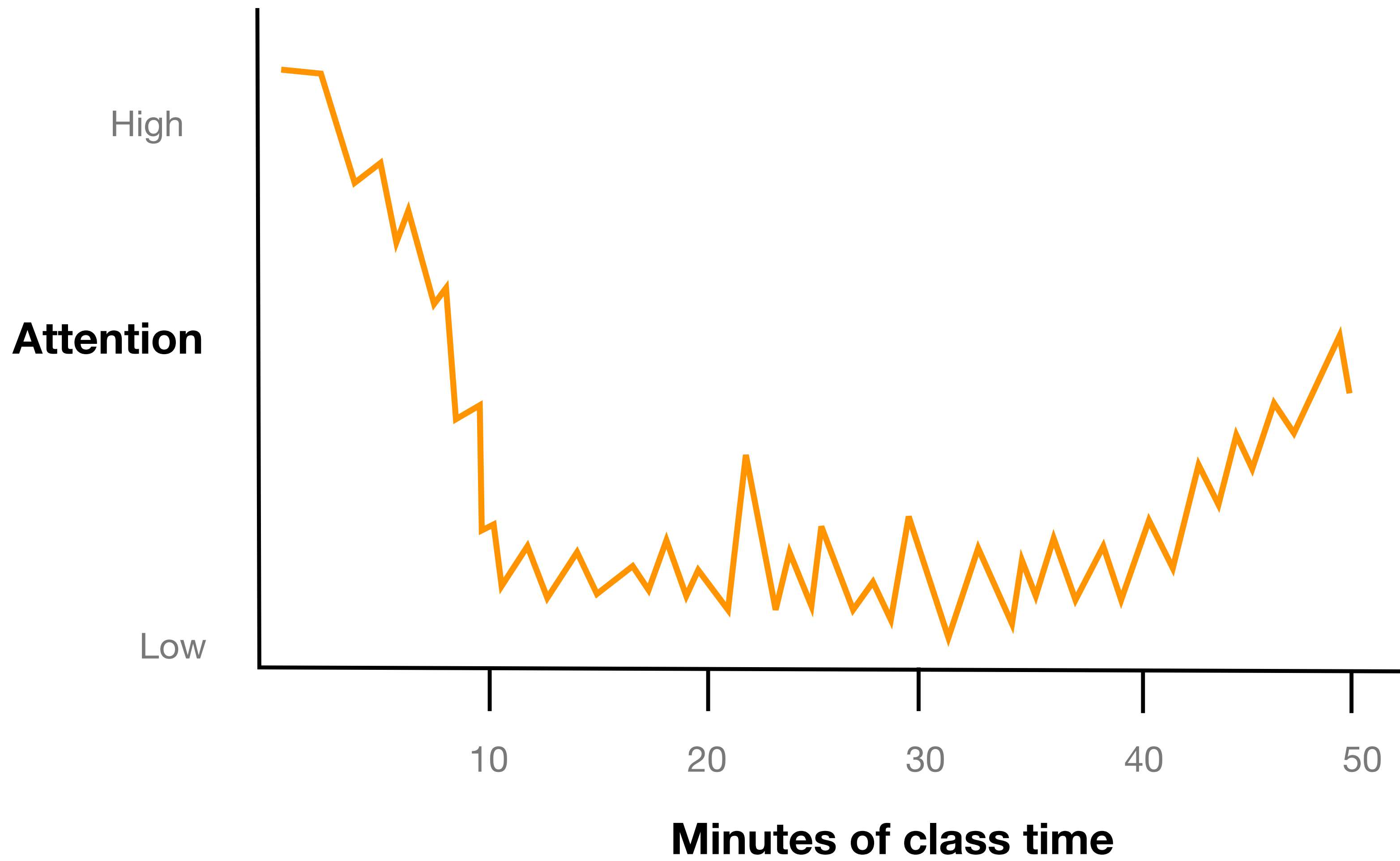
HOW WE LEARN:



After **10 minutes** attention drops. Our movies are **4 - 7 minutes each** covering **1 key concept.**



The 10-minute rule



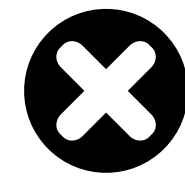
Source: www.brainrules.net/attention

BRAIN RULES



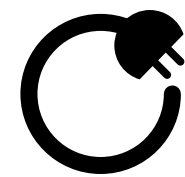
exercise

Rule #1: Exercise boosts brain power.



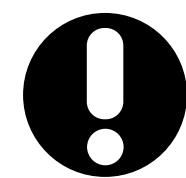
survival

Rule #2: The human brain evolved, too.



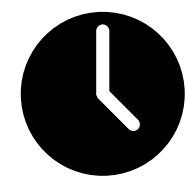
wiring

Rule #3: Every brain is wired differently.



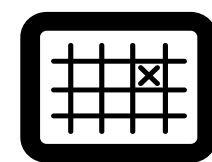
attention

Rule #4: We don't pay attention to boring things.



short-term memory

Rule #5: Repeat to remember.



long-term memory

Rule #6: Remember to repeat.



sleep

Rule #7: Sleep well, think well.



stress

Rule #8: Stressed brains don't learn the same way.



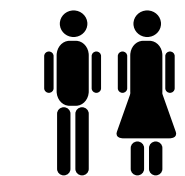
sensory integration

Rule #9: Stimulate more of the senses.



vision

Rule #10: Vision trumps all other senses.



gender

Rule #11: Male and female brains are different.



exploration

Rule #12: We are powerful and natural explorers.

▶ **Audio:** With earbuds in place, the teacher's voice "speaks" to the student - no attention wandering.

▶ **Video:** Visual images, motion graphics, animations create the sense of a connective environment - engaged, memorable, emotional, narrative.

▶ **Transcripts:** Text assures that one can see and learn the words & vocabulary; text tracks with the video providing time-coded metadata. Enhances search-ability.

▶ **Repetition & Failure:** Watching a video repetitively or as much as needed to get it; no failure - just learning because there are as many chances as the learner needs or wants.

▶ **Control:** Player controls offer speed, viewing size, choice of form factors & devices, whole or partial videos; whole or partial courses; fluidity & flexibility; moving through the environment according to need, subjects or choices.

▶ **Simplicity:** Ease of use; simple straightforward access to information, no moat of “complexity” between me and my learning; no manual necessary.

▶ **Choice:** No “right or wrong” way to view a movie; no left to right or top to bottom; searchable/retrievable video clips selection allows the learner to determine the order. Lots of variety - lots of classes and teachers.

▶ **Time & Location:** Anytime, anywhere learning determined by the learner for his/her own personal learning environment according to personal needs & circumstances - no longer linked to the static/stationary classroom or office. Mobile or online.

THE CONE OF LEARNING:

After two weeks, we tend to
remember:

Source: Edgar Dale 1969

10% of what we read

20% of what we hear

30% of what we see

50% of what we see and hear

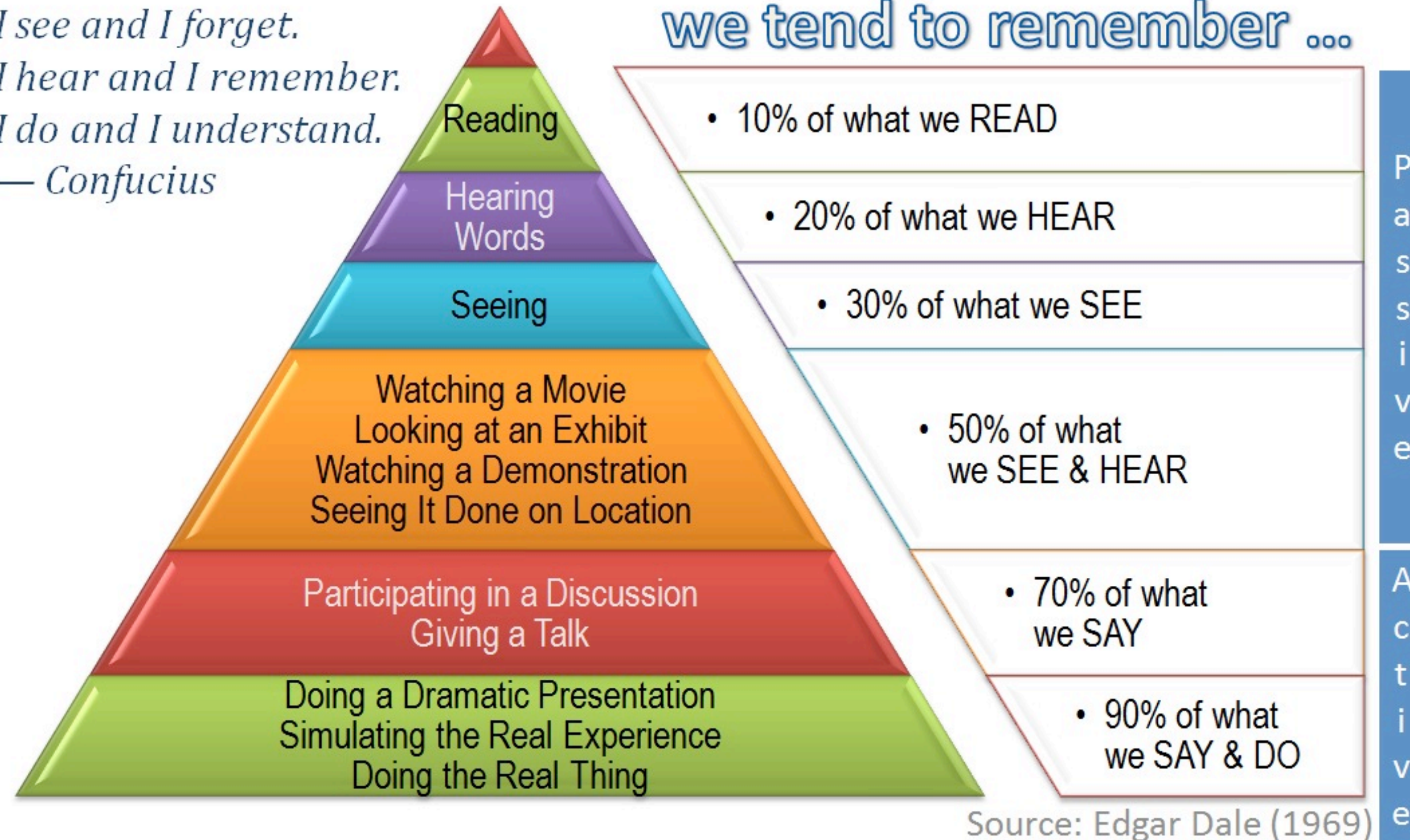
70% of what we SAY

90% of what we SAY and DO

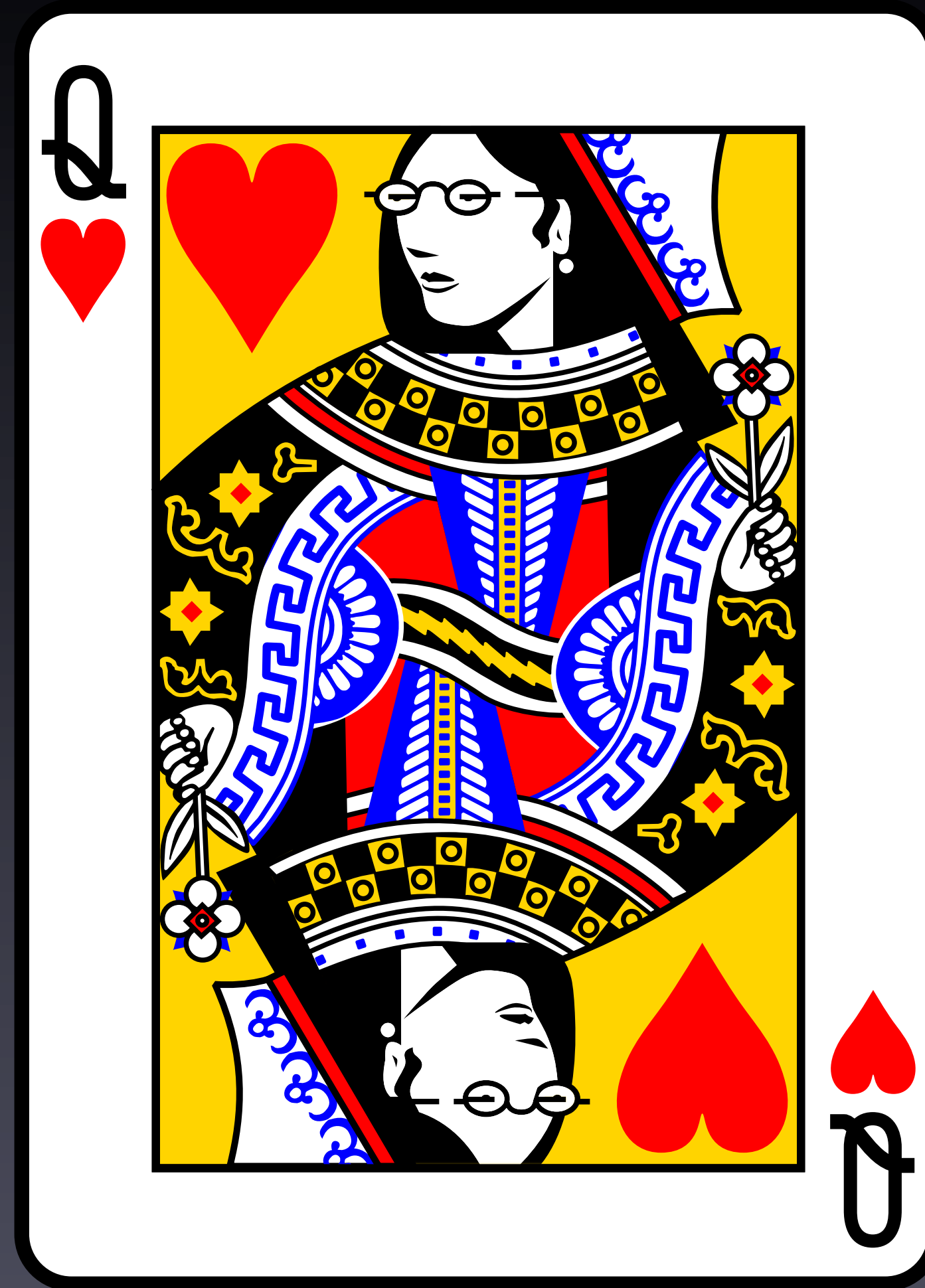
The Cone of Learning

sparkinsight.com

*I see and I forget.
I hear and I remember.
I do and I understand.*
— Confucius



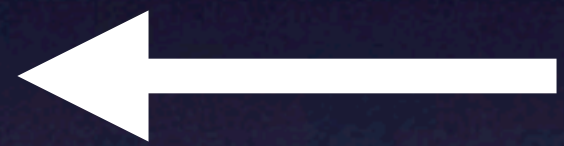
Content is Queen.



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Software & Tools

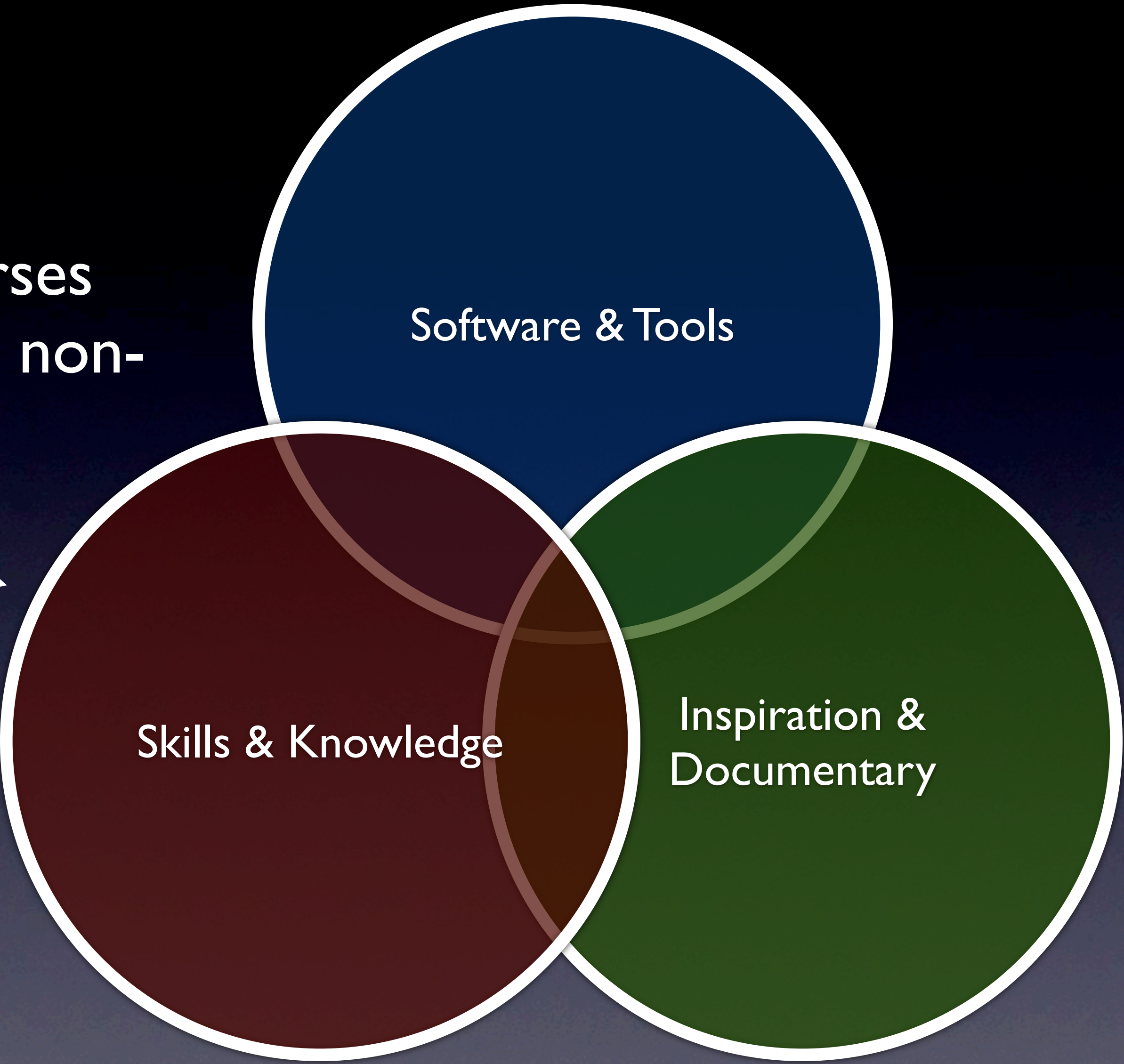


This is what we are primarily known for today.

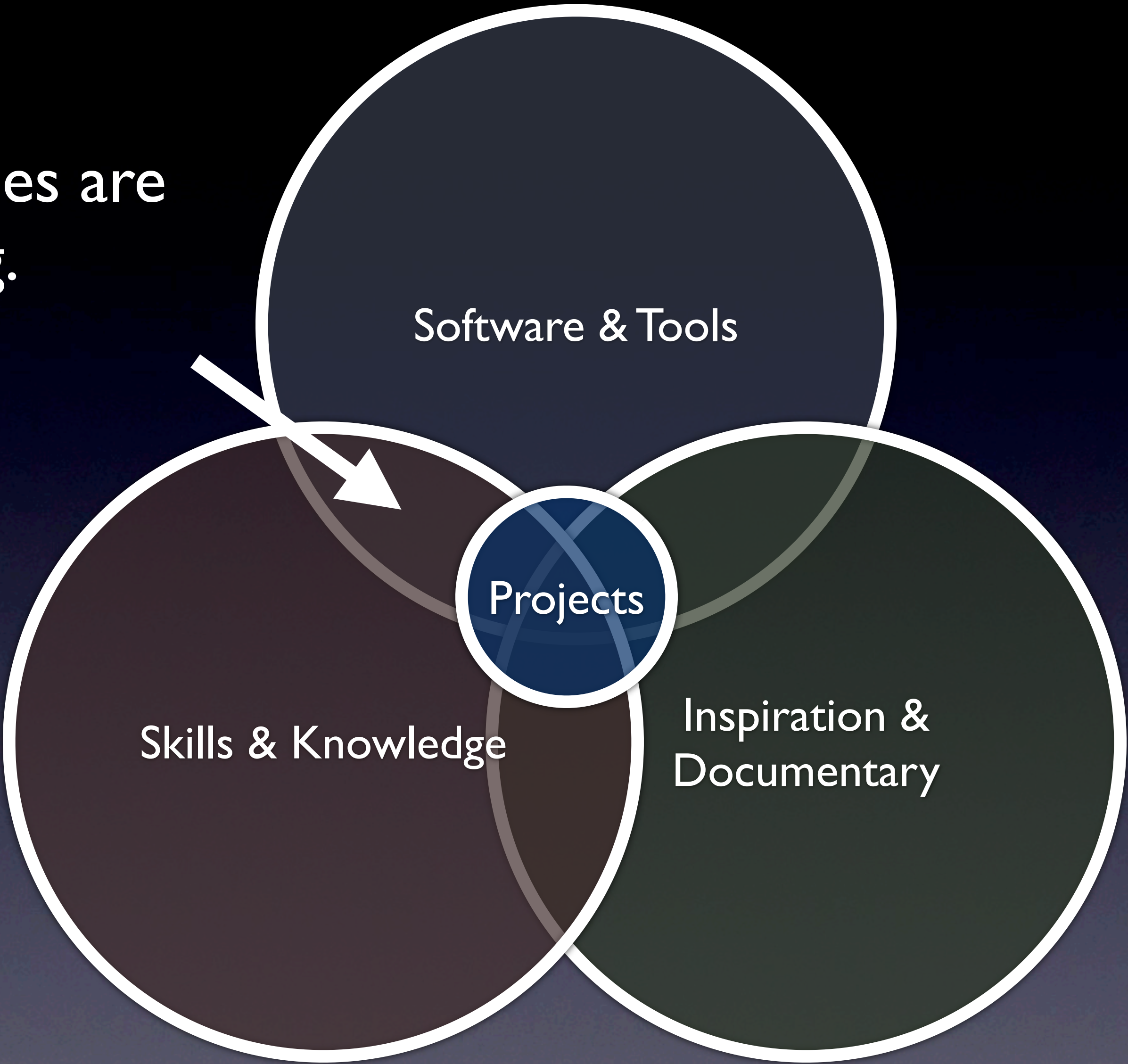
In the past years we have
created dozens of
documentaries to inspire.



We are building courses that are evergreen and non-software specific.



Project based courses are
now appearing.



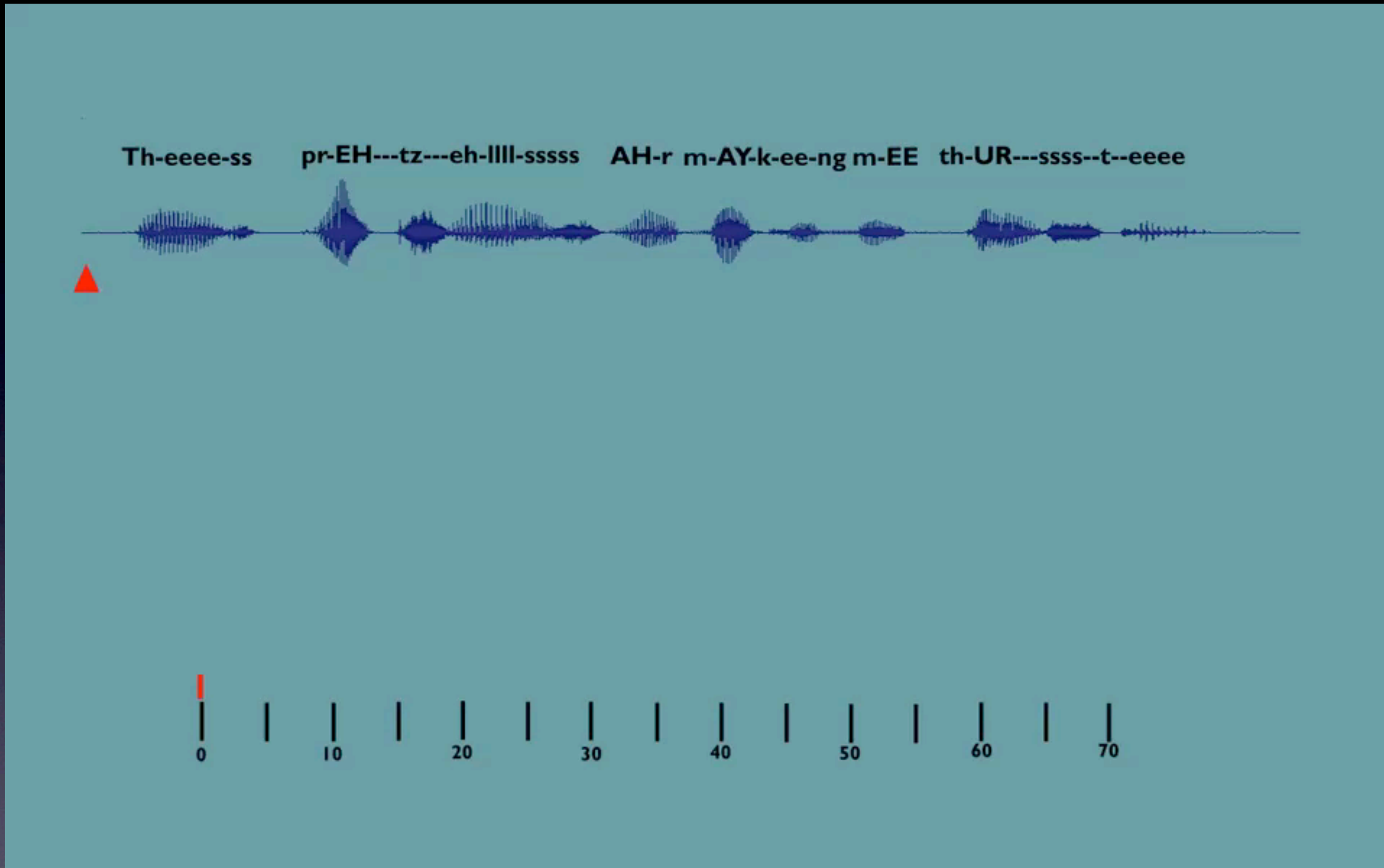


New Methods - Live Action, White Board, Motion Graphics

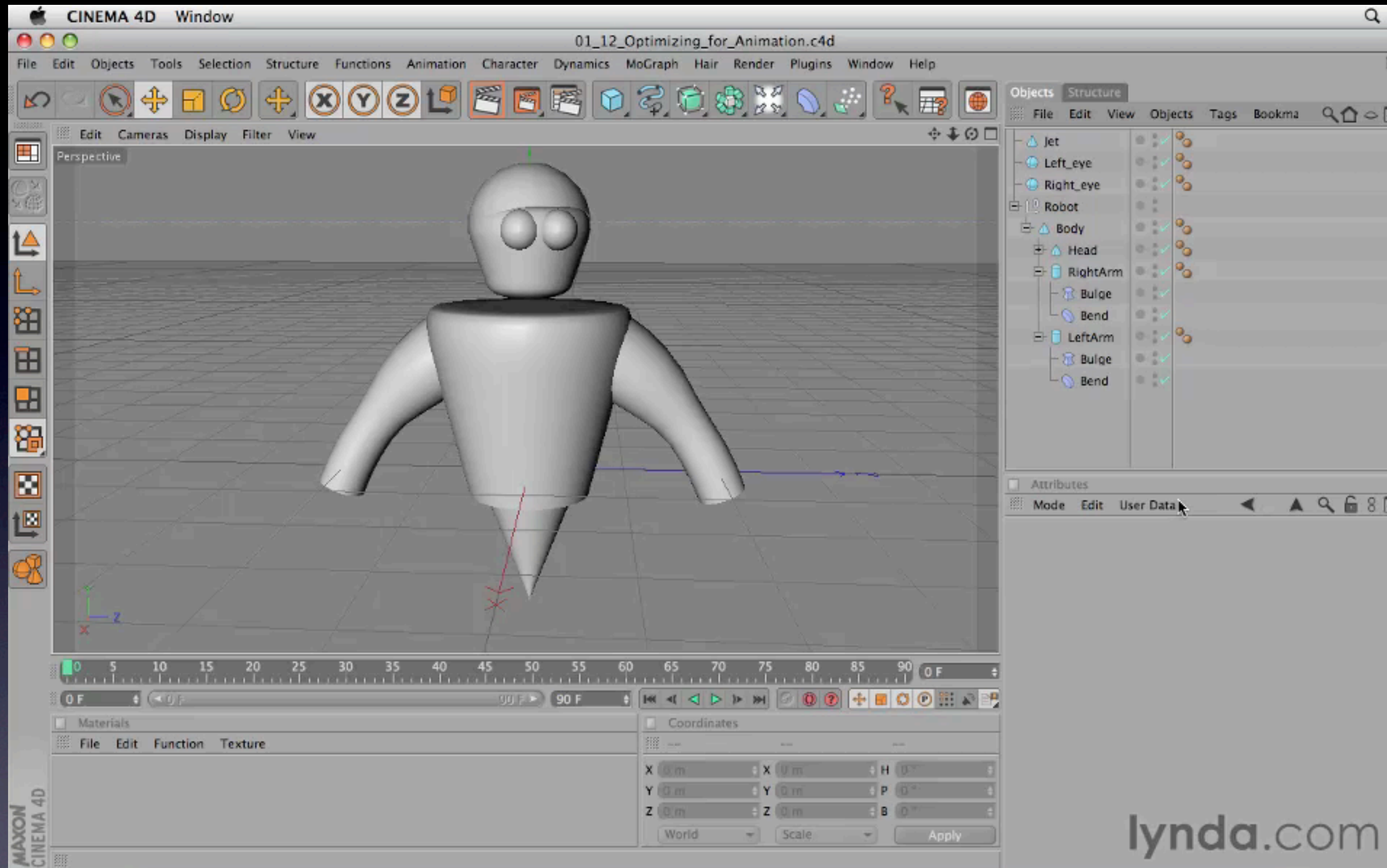


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Projects - A "real world" project



Principles - Character Animation



Emerging Content Areas - 3D, Business

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Documentary/Inspiration - Creative Inspirations: Mexopolis



Reinventing Education



EDUCATION TODAY

limited capacity

outdated information

drop outs growing

one size to fit all

teachers scared of technology

LYNDA.COM

unlimited capacity

ability to stay current

members growing

personalization

teachers expert in technology

Teachers have the opportunity to:

- MENTOR, not teach tools
- TEACH the Big Ideas instead of drills and rote teaching
- COMMUNICATE & COLLABORATE
- CHALLENGE students to think on their own
- ENGAGE the learner with critical thinking & thought leadership

Students have the opportunity to...

- DISCOVER what they love
- FIND their passion
- DEVELOP skills at their own pace on their own time
- BUILD confidence - If **you** don't know something, **you** can learn it on their own
- EMPOWER to take back learning



*JUST WHEN I
THOUGHT I KNEW
EVERYTHING.*



*945 COURSES,
219 AUTHORS AND
AVAILABLE 24/7!*