



Design for How People Learn

Julie Dirksen

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Products, technologies, and workplaces change so quickly today that everyone is continually learning. Many of us are also teaching, even when it's not in our job descriptions. Whether it's giving a presentation, writing documentation, or creating a website or blog, we need and want to share our knowledge with other people. But if you've ever fallen asleep over a boring textbook, or fast-forwarded through a tedious e-learning exercise, you know that creating a great learning experience is harder than it seems. In **Design For How People Learn, Second Edition**, you'll discover how to use the key principles behind learning, memory, and attention to create materials that enable your audience to both gain and retain the knowledge and skills you're sharing. Updated to cover new insights and research into how we learn and remember, this new edition includes new techniques for using social media for learning as well as two brand new chapters on designing for habit and best practices for evaluating learning, such as how and when to use tests. Using accessible visual metaphors and concrete methods and examples, **Design For How People Learn, Second Edition** will teach you how to leverage the fundamental concepts of instructional design both to improve your own learning and to engage your audience.

Design for How People Learn Details

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Sara says

This book said a lot of what I already knew, but Julie presents the material in such an accessible and memorable way that I recommend this book even for a moderately experienced Instructional Designer. Her writing style is easy-to-read and accessible, and her use of intermittent humor definitely helped to keep the reading enjoyable. I found new information and approaches that I could take away and apply to future projects and new ways of thinking about what I already felt I understood about ID approaches. Also, thanks to her meticulous citations at the end of each chapter, I have a nice list of other publications to pursue for more information. This is definitely a must-read for those pursuing Instructional Design.

Michael Bodekaer says

Good book in general, however I was missing a lot more scientific evidence of the points and recommendations made in the book.

As a book inspiring new ways and ideas on how to educate, it was a good resource though.

Star9fire6 says

Interesting read, even if you are not an instructional designer. The benefit of Dirksen's experience is that she knows how to effectively structure her art and content to communicate points in a way that connects with the reader. For the publisher, though, there were a lot of mistakes...

I recommend it if you like design of any kind, and if you like tidbits about how people think. But especially if you are a teacher or instructional designer. It will give you some new ways of thinking and ways to apply some of it to your instruction.

J. Bradley says

I've worked in instructional design for eight years and this is one of the best books on the subject that I've read. The book is intended for entry level, but vets should read this too as a refresher and to find new ideas. If you teach in any environment, read this book.

Zoë says

This is a great intro / broad exploration of learning design! It definitely gave me ideas to consider for designing online courses.

elizabeth says

Holy bananas, is this book useful or WHAT?! I've already implemented a couple things I picked up from it into my corporate curriculum.

Easy to read with plenty of useful visuals, this makes designing a good training material seem like the easiest thing in the world. It's not, but with all the useful information found within, you'll find it much easier than you did before reading this book.

Highly recommended, especially for instructional designers and trainers.

Eric Brooke says

A well designed book and content. Focuses on Adult learning. Really helpful for people creating training materials, software applications, UX, and design

Nathan says

I don't have much to say about this book. There were a few good points, and it is helpful to read a teaching book geared for an adult audience. At times I felt that it wasn't as clear it could be considering the book is about clearly communicating to teach. It also had some pretty lackluster graphics throughout the book. It did bring some interesting points to the surface as I re-work a teaching plan I'm in the middle of though, and I can see myself coming back to reference a few times as I fiddle with the teaching plan.

Joanna says

A beginner's guide - basic implications from cognitive psychology and psychology of learning. Not a lot of new stuff for me, but non-psychologist can benefit much from it, as Mrs. Dirksen followed her own rules.

Tamara says

If I taught on a regular basis, I'd probably want to read this in more detail.

Instead, I was just a little thrown because I took the word "design" to mean "graphic design." Instead, it more meant how to design your class/teaching style to help people learn...

Y says

This appears to be geared towards learning/teaching in corporations but the concepts are broad enough to be generalizable and relevant in many teaching situations.

e.g. identifying and addressing knowledge and skill gaps, types of motivation

Araminta Matthews says

Julie Dirksen is an instructional designer in primarily a corporate setting, but the elements of instructional design laid out in this book are relevant to academia as well. While she has limited understanding of learning theory and the neuroscience of knowledge, her practical-real-world applications coupled with her "show-don't-tell" educational model is theoretically (and practically) sound. I was very impressed with this book. In fact, I read it in under 24 hours. It is now relegated to the "will read multiple times, I'm sure" reference shelf of my office library.

Naomi says

This book was absolutely brilliant. The information was relevant completely relevant for my job as a Change Manager and I could see numerous ways to apply the learnings from this book in day-to-day learning experiences.

I loved the layout of the book, the tone and the illustrations. It was easy to read while also being really useful.

Highly recommended.

SocProf says

This is not a book designed for academic teaching / learning / assessment. However, you will be able to get a lot of good ideas about instructional design nonetheless. The illustrations were a bit overkill, in my opinion, but that's not a big deal.

On the other hand, I was clearly not the audience for this book. It was more designers of the corporate-style e-learning / training (of relatively short duration). Having gone through some of those, they tend to be pretty terrible.

There were some interesting chapters on how people learn. Those sections are useful with any types of learners. But from my perspective, the best practices presented here would not work with academic content to be deployed in term-long courses.

But as I mentioned, you can still get a few good ideas out of the book.

Jodi Jeannette says

This book is so informative and insightful. As a teacher, the content was relevant and presented in a really engaging way. I'd recommend this to anyone who wants to improve their instructional design practice!
