

# MATRIX

BY CYPHER LEARNING



How to create professional online courses with MATRIX

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# How to create professional online courses with MATRIX

## Introduction

MATRIX is a world-class, award-winning learning management system (LMS) for businesses. The platform is known for delivering a great user experience while incorporating all the essential tools companies need to support efficient training and learning.

MATRIX helps companies manage all training activities, such as creating and delivering training content, evaluating employee performance, training clients and partners, and selling online courses at a large scale.

MATRIX is a product of CYPHER LEARNING, a company that specializes in providing learning platforms for organizations around the world.

CYPHER LEARNING provides a similar LMS for use by entrepreneurs, called **INDIE**, and an LMS for use by schools and universities, called **NEO**. CYPHER LEARNING products are used by over 20,000 organizations, have millions of users, and have won several awards.



# How to create professional online courses with MATRIX

## How MATRIX helps instructional designers create professional online courses

When designing an online course, it's not enough to upload information in the learning system. Instructional designers need to make sure that the materials they create are professional-looking, easy to navigate, and mobile-friendly.

Fortunately, the right learning management system (LMS) doesn't require users to be professional web designers or have advanced technical skills. MATRIX was developed with instructional designers' needs in mind, and it provides the right tools to make courses stand out from the crowd.

MATRIX is a learning platform for the corporate sector that provides all the features instructional designers need to create and deliver online courses. With an intuitive design and build-in content authoring tool, they can build engaging courses without any technical knowledge. With gamification, learning materials are more enjoyable for learners, while automation reduces workload and makes teaching more flexible.

MATRIX makes it easy to embed different types of media in the course content, personalize learning materials, and keep track of learner progress.

In this brochure, we will guide you through some of the most important MATRIX features for creating professional online courses.



## MATRIX features for designing engaging online courses

MATRIX is a comprehensive solution that helps instructional designers create professional courses. It provides a variety of features that don't require a lot of technical expertise to use. Some of them are:

### Courses suited for everyone

When creating a course, instructional designers can choose between instructor-led, blended, self-paced, or micro learning courses. Each class type has useful features based on a particular training approach, and it makes content creation a breeze:



#### Instructor-led courses

This course is useful when the trainer's presence is important. Learning takes place in a physical environment, but the materials are created and delivered through MATRIX.



#### Self-paced courses

Learners are in charge of their own schedule, as there is no time set in place and strict deadlines for course completion. This is a great way to learn even remotely.



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## Blended courses

These are courses that use a blend of instructor-led and self-paced modules. This gives learners the chance to study independently while still having a professional nearby.

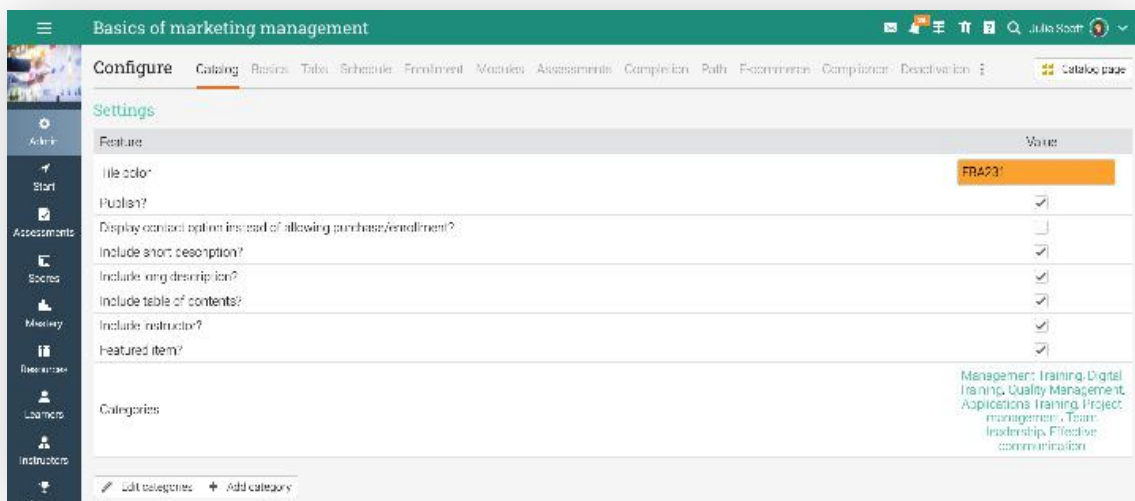


## Micro learning

Micro courses and other types of bite-sized content are designed to be consumed in small chunks of 5-10 minutes and allow learners to focus on the content.

## Configuring courses

MATRIX was designed to ensure a smooth course setup. It's easy to add a new course, copy an existing one or use a previously created template. Instructors can also customize many aspects of a course, and enable/disable certain features based on their learners' needs and preferences.



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## Organizing content

In MATRIX, modules are the main focus area of a course. A module includes the following sections: pages and assignments. These should be easy to navigate and include a combination of text, images, video, and other types of media.

There is also an option to include assessments with completion thresholds. That means that learners need to achieve a specific score to complete the module.

The screenshot displays the MATRIX LMS interface for a course titled "Basics of marketing management". The interface is organized into several sections:

- Header:** Course title "Basics of marketing management" and user profile "Julie Scott".
- Navigation:** A sidebar on the left contains icons for Home, Start, Assessments, Scores, Activity, Locations, Instructors, Comments, Feedback, Forums, Chat, and Help.
- Modules:** The main content area is divided into two modules:
  - Module 1: Introduction**
    - Description: "In this course, you will learn the most important aspects of marketing products and services for B2B and B2C clients."
    - Table of sections:

Section	Given	Submitted	To score
The principles of marketing			
What do you expect to learn in this course? ill	✓	15	
Applicability of marketing principles ill	✓	12	1
  - Module 2: Marketing research**
    - Description: "Learn how to gather and analyze qualitative and quantitative data about marketing products and services."
    - Table of sections:

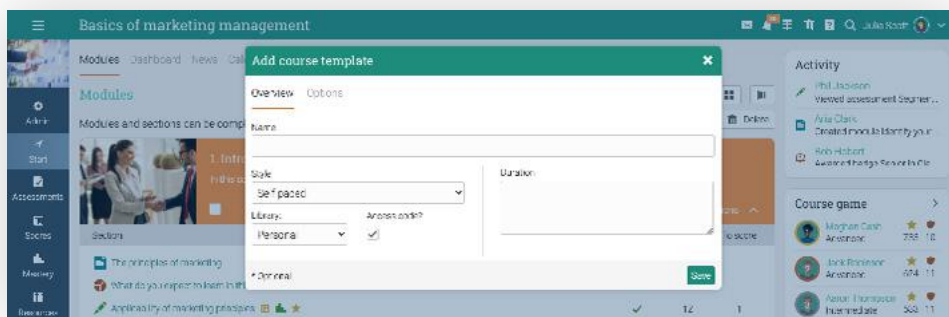
Section	Given	Submitted	To score
Marketing research tasks			
Research methods ill	✓	14	
Team research project	✓	12	1
Research methodology ill	✓	3	
Quantitative and qualitative data			
Qualitative vs. Quantitative research	✓	17	
Which are the biggest advantages quantitative researches ill	✓	10	1
- Right Sidebar:**
  - Activity:** List of users and their scores (e.g., Julie Scott: 758, 10).
  - Course game:** List of teams and their scores (e.g., First Line Mbrng: 2069, 25).
  - To do:** List of assessments to be completed (e.g., 12 assessments to score).

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## Course templates

A course template is a course that has no learners or enrollments. This is used as a “cookie-cutter” to create courses. Companies can save these templates in the library and organize them by topic.

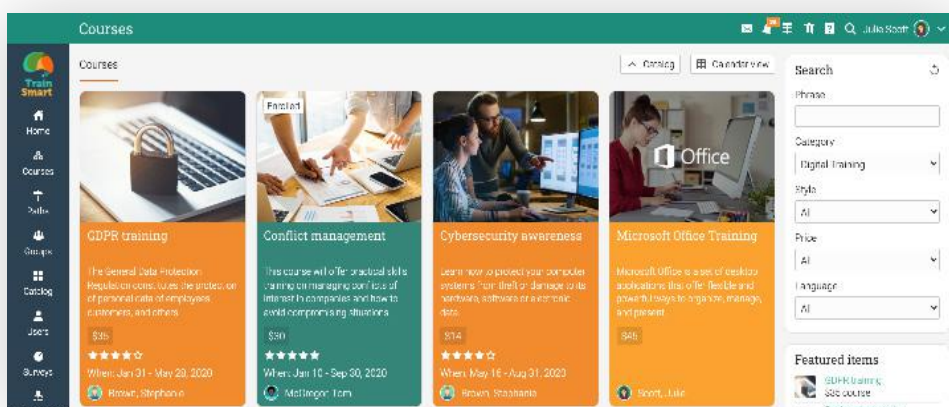
They save a lot of instructors’ time and ensure that all of the materials follow the same format. Instructional designers can either create the template from scratch or use an existing one.



## Course content synchronization

Trainers can save time by teaching multiple sections of a course. With the course synchronization feature, they can push changes from the master copy to the others instantly.

Instructional designers often make changes based on learner feedback or update the material and make it clearer for everyone. The sections that can be synced instantly are assessments, resources, events, modules, and others.



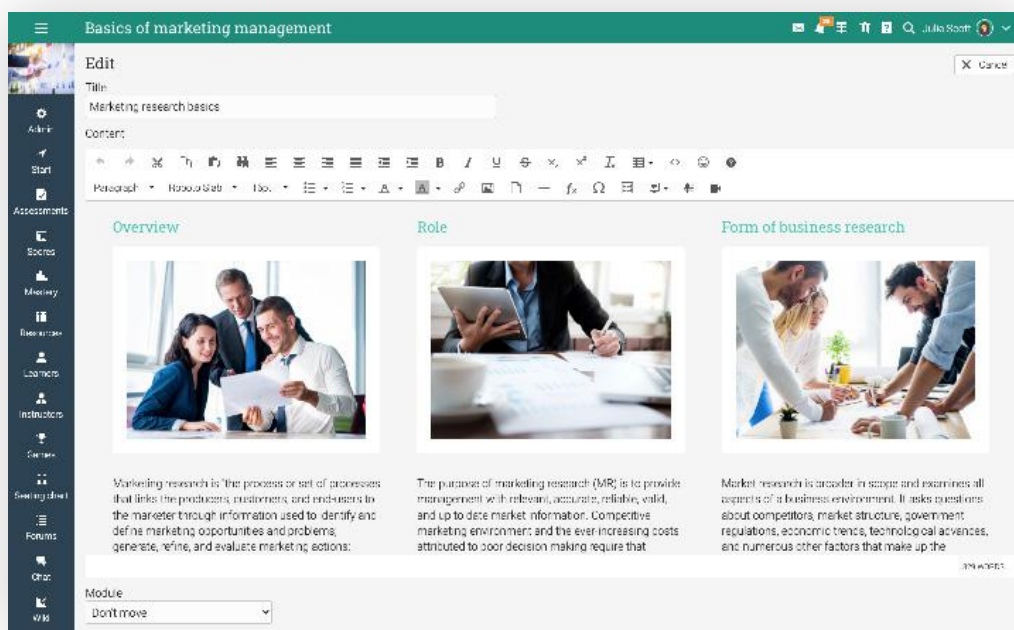


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## Content authoring

MATRIX has a built-in modern HTML editor that makes it easy to create online courses easily and without too much technical knowledge. Thanks to the editor, you can embed different types of media such as audio, video, images, PDF files, Google Docs, and more.

For example, you can record audio or video directly from the browser and “greet” your learners with a personal message when starting the course.



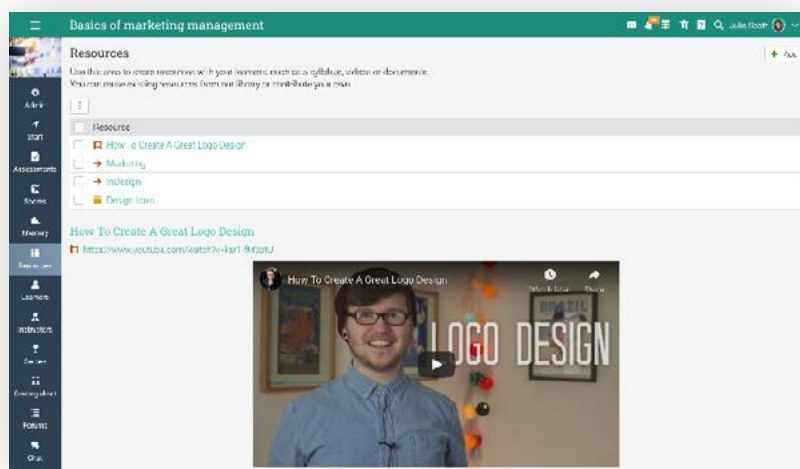
The screenshot displays the MATRIX content authoring interface for a course titled "Basics of marketing management". The interface includes a top navigation bar with the course title and user information. Below this is an "Edit" section with a title field containing "Marketing research basics" and a "Cancel" button. A rich text editor follows, showing a toolbar with various formatting options and a content area with three columns: "Overview", "Role", and "Form of business research". Each column contains an image and a short paragraph of text. The "Overview" column features an image of three business professionals reviewing documents, with text explaining the process of marketing research. The "Role" column shows a person using a tablet, with text describing the purpose of marketing research. The "Form of business research" column includes an image of a group of people in a meeting, with text discussing the scope and environment of market research. A "Module" dropdown menu at the bottom is set to "Don't move". A vertical sidebar on the left contains navigation icons for various course components like Assessments, Scenarios, and Media.



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## Resources

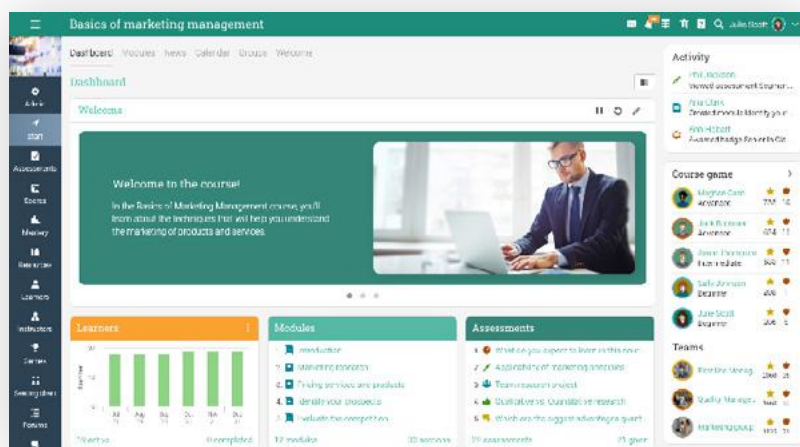
To make the course content even more complex, each course has a dedicated Resources area where you can share resources such as images, videos, Google Docs, and PDF files. There is also an option to add links to a web resource or use items from a library to offer learners extra help and support.



## Course dashboard

The course dashboard consists of widgets displaying the most important information. They could be related to news, scores, upcoming assessments, chats, forums, and more.

Each widget is completely customizable and with the drag and drop functionality, instructors can decide where to place them.



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## Automation

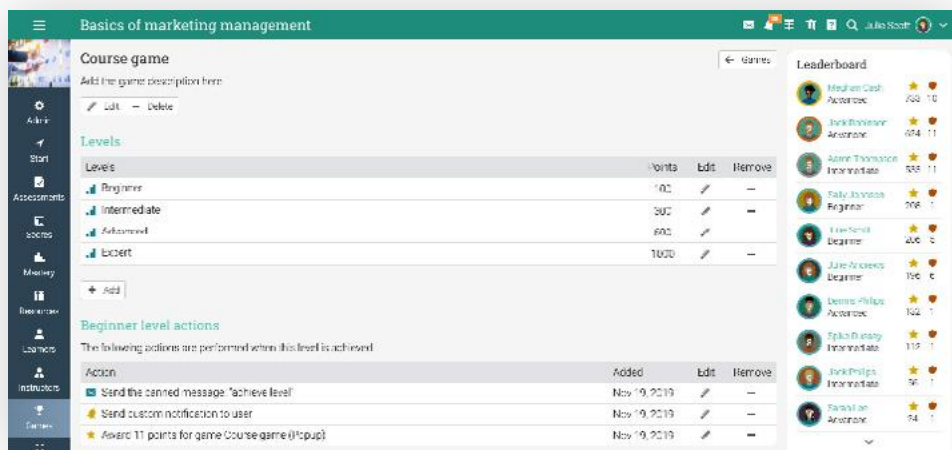
Besides looking professional, it's also important to make sure that training courses are engaging and provide a personalized learning experience. That can be achieved through automation. You can make learning more flexible and automate time-consuming tasks.



## Gamification

Training modules don't always have to be serious. Learning can be fun and enjoyable by creating games for your learners. They can get awards in the form of points, badges or certificates for completing certain tasks.

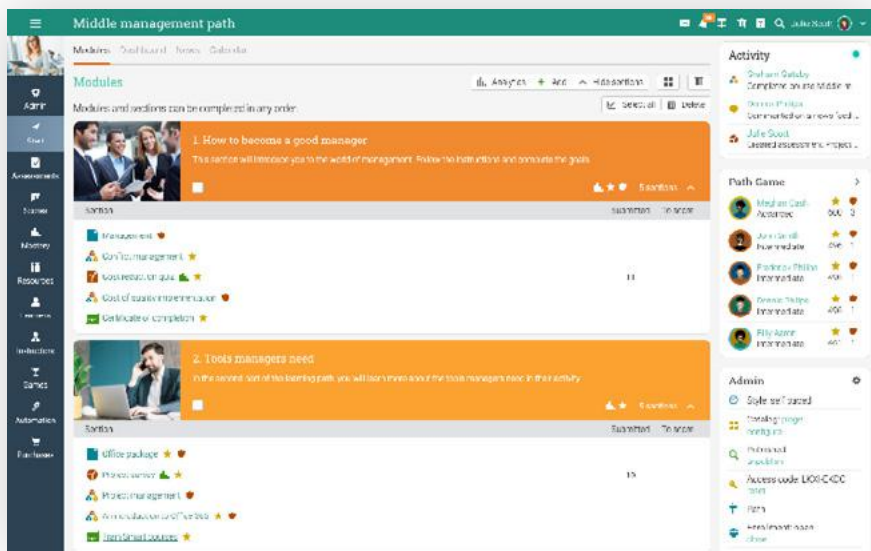
There is also an option to create team games and encourage learners to take part in course activities and complete their training modules.



# How to create professional online courses with MATRIX

## Learning paths

Learning paths are a special kind of course, where the primary learning sections are goals. They can either represent a certificate or another course. To create more dynamic flows, you can combine these sections with course content, assessments or certificate goals. For example, you could start a path with a video on “Best practices for HR”, followed by a small quiz to test their knowledge.



## | Summary

Creating a professional online course is simple with the right LMS. Trainers enjoy course creation in MATRIX as it offers them all the tools to design professional online courses, assess their learners, and provide an enjoyable learning experience. For more details about MATRIX, please visit our website or contact us at [info@cypherlearning.com](mailto:info@cypherlearning.com).

[www.cypherlearning.com](http://www.cypherlearning.com)

