

ICONLOGIC PRESS

Articulate Storyline 360: The Essentials

2nd Edition



Kevin Siegel & Kal Hadi



v032023

p204

9781944607609 (Perfect Bound Book)

9781944607616 (Coil Bound Book and PDF)

9781944607623 (eBook)

Notice: Although IconLogic makes every effort to ensure the accuracy and quality of these materials, all material is provided without any warranty.

Copyright: 2020 by IconLogic, Inc. This document, or any part thereof, may not be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, storage in an information retrieval system, or otherwise, without the prior written permission of IconLogic.

Trademarks: IconLogic, Inc., and the IconLogic logo are registered trademarks of IconLogic. All companies and product names are trademarks or registered trademarks of their respective companies. They are used in this book in an editorial fashion only. No use of any trade name is intended to convey endorsement or other affiliation with IconLogic books.

Articulate Storyline 360: The Essentials (2nd Edition)

“Skills and Drills” Learning

Kevin Siegel
Kal Hadi

Official

IconLogic Certified Articulate Storyline Developer

courseware



Get certified from the people who **literally**
wrote the book on Articulate Storyline

<https://www.iconlogic.com/instructor-led-training/certifications.html>



Errata



Errata Detail

First version of this book (as indicated on the inside cover): v040120 published in April 2020

Second version of this book: v061020 published in June 2020. The corrections made to this version were largely cosmetic, fixed typographic errors, or added points of clarification.

- page 49: added a bullet to the first item in step 2 (the format was incorrect)
- page 54, step 2, changed the text from “Reuse content from the Notes window on a slide” to “Copy and paste content from MS Word onto a Storyline slide.”
- page 68, step 2, added the word “is” before the word “selected.”
- page 68, removed a misleading sentence from step 2
- page 68, updated the last paragraph to say “In summary, this trigger will take the learner to the next slide in the scene when the learner clicks the Start Button. Are you curious about the Conditions area? You’ll explore this feature later.”
- page 81, moved the image inline
- page 84, multiple typographic errors fixed
- page 85, added “to the States area” to the end of a sentence in the middle of the page
- page 88, changed the second sentence in the Confidence Check from “This time, when you hover above the image of the grain you’ll see both a glow effect and the caption text.” to “Hover your mouse above the image of the grain to see both the glow effect and the caption text.”
- page 88, step 9, added a period at the end of the sentence
- page 89, fixed a few minor typographic errors
- page 100, added a new step 5 with instructions for formatting the text box
- page 100, new screen shot for step 6
- page 100, added a screenshot below step 9 showing a name typed into the Text Entry Field
- page 101, replaced the screenshot with an image that was cleaner
- page 103, moved the instruction to save (step 4) lower down (to step 7)
- page 104, made a word bold
- page 117, minor typographic error fixed
- page 122, added “for the Calculate button” to steps 3 and 4 to ensure clarity
- page 149, step 5, removed the words “slide 3.3”
- page 156, updated the name of the activity to “Insert a Matching Drop-down Slide”

Second version of this book: v032023 published in March 2023. One correction made on page 92 caused by a Storyline update. In the last version of the book, you are able to right-click a layer and duplicate. In this version, duplicate is not available on any layer except the base layer.

- page 92, a modification was made to the step instructing you to select a layer and click the **Duplicate icon**



Contents



About This Book

The Authors.....	viii
IconLogic.....	viii
Book Conventions	ix
Confidence Checks	ix
Book and Storyline System Requirements.....	ix
Storyline Projects and Assets (Data Files).....	x
How Articulate 360 Updates Affect This Book.....	xi
Special Thanks.....	xi
Contacting IconLogic.....	xi

Preface

About Articulate 360 and Storyline 360	2
Planning eLearning Projects	3
Budgeting eLearning Projects	4
eLearning Development Phases	5
eLearning Development Process	6
Designing Storyline Slides.....	7
Fonts and Learning	8
Scripts for Software Simulations	11
Storyboarding for Soft Skills	12

Module 1: Exploring Storyline

The Storyline Interface	14
Guided Activity 1: Explore a Finished Storyline Project	14
Guided Activity 2: Explore Slides and Windows	16
Scenes Confidence Check	17
Guided Activity 3: Zoom and Magnify	18
Guided Activity 4: Explore Panels.....	20
Panels Confidence Check	21
Previewing.....	22
Guided Activity 5: Preview the Entire Project.....	22
Previewing and Storyline Options Confidence Check	24

Module 2: Creating Projects

Scenes	28
Guided Activity 6: Create a New Storyline Project.....	28
Scenes Confidence Check	32
Themes	33
Guided Activity 7: Apply a Theme.....	33
Master Slides.....	34
Guided Activity 8: Apply a Content Master Slide	34
Master Slides Confidence Check	36
Content Slides.....	37
Guided Activity 9: Insert Slides	37
Guided Activity 10: Create a New Content Master Slide	39
Guided Activity 11: Apply a Master Slide Layout to a Slide	42
Content Confidence Check.....	43

Module 3: Adding Content	
PowerPoint Integration	46
Guided Activity 12: Import Content From PowerPoint.....	46
PowerPoint Confidence Check.....	48
Images.....	49
Guided Activity 13: Insert and Format Images.....	49
Images Confidence Check	51
Text Boxes.....	52
Guided Activity 14: Create and Format a Text Box.....	52
Text Boxes Confidence Check	53
Guided Activity 15: Format a Bulleted List	54
Text Formatting Confidence Check	56
The Content Library.....	57
Guided Activity 16: Insert and Edit an Imported Image.....	57
Cropping and Resizing Confidence Check	60
Captions	62
Guided Activity 17: Insert a Caption	62
Module 4: Buttons, Triggers, and Hotspots	
Buttons and Triggers	66
Guided Activity 18: Add Button to a Slide	66
Guided Activity 19: Add a Trigger to a Button	68
Text Button Confidence Check.....	70
Guided Activity 20: Use an Image as a Button.....	71
Image Trigger Confidence Check.....	72
Guided Activity 21: Edit a Trigger.....	73
Editing Triggers Confidence Check	74
Guided Activity 22: Remove Default Player Buttons	76
Guided Activity 23: Make a Slide Advance Automatically	78
Hotspots	79
Guided Activity 24: Insert a Hotspot.....	79
Module 5: States, Layers, and Variables	
States	84
Guided Activity 25: Change Button States	84
States Confidence Check	88
Layers.....	89
Guided Activity 26: Create Layers.....	89
Layers Confidence Check	94
Guided Activity 27: Create a Trigger to Show a Layer	95
Triggers and Layers Confidence Check	97
Text Entry Fields.....	99
Guided Activity 28: Insert a Text Entry Field	99
Variables.....	101
Guided Activity 29: Manage a Variable	101
Guided Activity 30: Reference a Variable	102
Conditional Triggers	104
Guided Activity 31: Add a Condition to a Button	104
Layers and Conditional Triggers Confidence Check	107





Module 6: Tables and Number Variables

Tables.....	110
Guided Activity 32: Insert a Table	110
Tables Confidence Check	112
Calculation Variables.....	113
Guided Activity 33: Create Variables that Calculate	113
Variables Confidence Check	116
Guided Activity 34: Adjust a Variable with a Trigger	117
Calculation Variables Confidence Check	121

Module 7: Audio, Animation, and Video

Adding Audio	126
Guided Activity 35: Insert Audio	126
Guided Activity 36: Use Text-to-Speech to Create Audio	127
Guided Activity 37: Edit Audio	129
Guided Activity 38: Replace Audio.....	131
Inserting Audio Confidence Check	131
Recording Audio	132
Guided Activity 39: Record Voiceover Audio	132
Adding Animation	136
Guided Activity 40: Animate an Object	136
Guided Activity 41: Animate Text.....	138
Timing Animations Confidence Check.....	139
Guided Activity 42: Animate an Image	140
Guided Activity 43: Create an Animation Completes Trigger.....	141
Motion Paths	142
Guided Activity 44: Create a Simple Motion Path	142
Adding Video	145
Guided Activity 45: Insert a Video onto a Slide	145
Guided Activity 46: Embed an External Video	146
Embedding Videos Confidence Check	149

Module 8: Quizzes

Quizzing	152
Guided Activity 47: Insert a Multiple Choice Slide	152
Guided Activity 48: Insert a Matching Drop-down Slide	156
Quiz Confidence Check.....	157
Guided Activity 49: Insert a Freeform Drag and Drop Quiz Slide	158
Guided Activity 50: Insert a Quiz Result Slide	161
Quiz Results Confidence Check.....	163

Module 9: Publishing

Player Settings	166
Guided Activity 51: Edit Player Properties	166
Guided Activity 52: Customize Slide Player Features.....	174
Guided Activity 53: Enable the Seekbar for a Single Slide	175
Guided Activity 54: Use the Media Library to Replace an Image.....	176
Publishing.....	178
Guided Activity 55: Publish Course Content	178
Publish Confidence Check	181



About This Book

This Section Contains Information About:

- The Authors, page viii
- IconLogic, page viii
- Book Conventions, page ix
- Confidence Checks, page ix
- Book and Storyline System Requirements, page ix
- Storyline Projects and Assets (Data Files), page x
- How Articulate 360 Updates Affect This Book, page xi
- Contacting IconLogic, page xi



The Authors

Kevin Siegel is a Certified Master Trainer (CMT), Certified Technical Trainer (CTT+), and Certified Online Training Professional (COTP). Following a successful tour of duty with the U.S. Coast Guard (where Kevin was twice decorated with the Coast Guard's Achievement Medal), he has spent decades as a technical communicator, classroom and online trainer, eLearning developer, publisher, and public speaker. Kevin, who founded IconLogic, Inc., in the early 1990s, has written hundreds of training books for adult learners. Some of his best-selling books include "Adobe Captivate: The Essentials," "Articulate Storyline: The Essentials," and "TechSmith Camtasia: The Essentials." Kevin has also been recognized by Adobe as one of the top trainers worldwide.



Kal Hadi is a Certified Technical Trainer (CTT+) and Certified Online Training Professional (COTP) with more than 20 years of experience in computer graphics, imaging, and electronic publishing. Kal is a graduate of the Rochester Institute of Technology Electronic Publishing graduate program. He is also the author of many books and papers in graphics and web publishing, including multiple books on Articulate Storyline.



IconLogic

Founded in 1992, IconLogic is a training, development, and publishing company offering services to clients across the globe.

As a **training** company, IconLogic has directly trained tens of thousands of professionals both on-site and online on dozens of applications. Our training clients include some of the largest companies in the world including Adobe Systems, Inc., Urogen, Agilent, Sanofi Pasteur, Kelsey Seybold, FAA, Office Pro, Adventist Health Systems, AGA, AAA, Wells Fargo, VA.gov, American Express, Lockheed Martin, General Mills, Grange Insurance, Electric Boat, Michigan.gov, Freddie Mac, Fannie Mae, ADP, ADT, Federal Reserve Bank of Richmond, Walmart, Kroger, Duke Energy, USCG, USMC, Canadian Blood, PSA, Department of Homeland Security, and the Department of Defense.

As a **development** company, IconLogic has produced eLearning and technical documentation for Duke Energy, World Bank, Heineken, EverFi, Bank of America, Fresenius Kabi, Wells Fargo, Federal Express, Fannie Mae, American Express, Microsoft, Department of For-Hire Vehicles, DC Child and Family Services, DCORM, Canadian Blood, Cancer.org, MLB, Archrock, NEEF, CHUBB, Canadian Natural Resources, and Hagerty Insurance.

As a **publishing** company, IconLogic has published hundreds of critically acclaimed books and created technical documents for both print and digital publication. Some of our most popular titles over the years include books on HTML, Dreamweaver, QuarkXPress, PageMaker, InDesign, Word, Excel, Access, Publisher, RoboHelp, RoboDemo, iSpring, Presenter, Storyline, Captivate, and PowerPoint for eLearning.

You can learn more about IconLogic's varied services at www.iconlogic.com.

Book Conventions

In our experience, humans learn best by doing, not just by watching or listening. With this concept in mind, instructors and authors with years of experience training adult learners have created IconLogic books. IconLogic books typically contain a minimal amount of text and are loaded with hands-on activities, screen captures, and challenge exercises to reinforce newly acquired skills. This book is divided into modules. Because each module builds on lessons learned in a previous module, it is recommended that you complete each module in succession.

Lesson Key

Instructions for you to follow look like this:

- ☐ choose **File > Open**

If you are expected to type anything or if something is important, it is set in bold type like this:

- ☐ type **9** into the text field

If you are expected to press a key on your keyboard, the instruction looks like this:

- ☐ press **[shift]**

Confidence Checks

As you work through this book, you will come across the image at the right (which indicates a Confidence Check). Throughout each module, you are guided through hands-on, step-by-step activities. To help ensure that you are understanding the book's content, Confidence Checks encourage you to complete a process or steps on your own (without step-by-step guidance). Because some of the book's activities build on completed Confidence Checks, you should complete each of the Confidence Checks in order.



Book and Storyline System Requirements

This book teaches you how to use Articulate Storyline 360, which is part of the Articulate 360 suite of applications. You can download a free 30-day trial of Storyline or purchase the subscription at <https://articulate.com/360>.

Once you have installed Articulate 360, you will have access to Articulate Storyline 360. According to Articulate, the following are the system requirements to use Storyline 360.

Hardware: CPU, 2.0 GHz processor or higher (32-bit or 64-bit). Memory, 2 GB minimum. Available Disk Space, 1 GB minimum. Display, 1,280 x 800 screen resolution or higher. Multimedia, Sound card, microphone, and webcam to record video and/or narration.

Software: Windows 7 (32-bit or 64-bit), Windows 8 (32-bit or 64-bit), or Windows 10 (32-bit or 64-bit).

Backward Compatibility: Storyline 1 and Storyline 2 projects can be upgraded to Storyline 360. Storyline 360 projects cannot be opened or edited with older Storyline versions.

Importing Content: Microsoft PowerPoint 2010 or later (32-bit or 64-bit), Articulate Presenter '09, '13, or 360, Articulate Quizmaker '09, '13, or 360, Articulate Engage '09, '13, or 360.

Publishing to Word: Microsoft Word 2010 or later (32-bit or 64-bit).

Translation: Microsoft Word 2010 or later (32-bit or 64-bit).





Storyline Projects and Assets (Data Files)

This book assumes that you have never used Articulate Storyline 360 before and that you don't have anything to create Storyline eLearning besides Storyline 360 and a willingness to learn. This book teaches you how to use Storyline 360, step by step. The book also includes free project files and supporting assets, such as images, videos, and audio files that comprise typical eLearning courses.

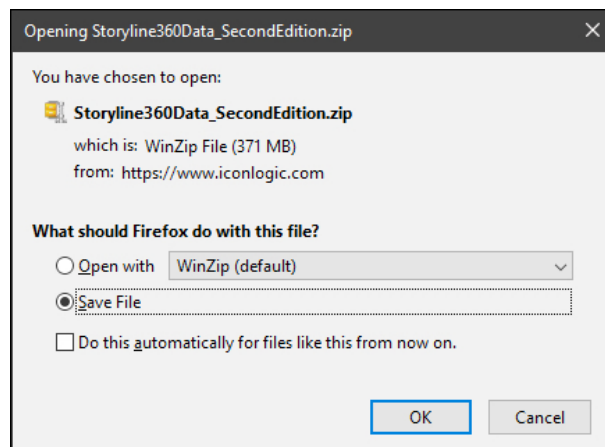
Ready to get started? Let's begin by downloading the assets (data files) from the IconLogic server that you'll need for the projects in the book.

Download Data Files

1. Download the student data files necessary to complete the lessons presented in this book.

- ☐ start a web browser and visit the following web address:
<http://www.iconlogic.com/pc>
- ☐ scroll down to the **Articulate Storyline Data Files** section
- ☐ click the **Articulate Storyline 360: The Essentials (2nd Edition)** link

The download is a zipped file containing several folders and files. On most web browsers, a dialog box opens asking if you want to Save or Open the file. The image below is the dialog box you'll see if you use Firefox. We suggest that you Save the file to your computer (the desktop is ideal).



2. Save the ZIP file to your computer.
3. Once the file fully downloads, close the web browser.
4. Locate the **Storyline360Data_SecondEdition** ZIP file you just downloaded to your computer and unzip the file (we suggest extracting the files to your desktop).

The unzipped data files should now be on your computer within a folder named **Storyline360Data_SecondEdition**. As you move through the lessons in this book, you will be working with these files.

How Articulate 360 Updates Affect This Book

Articulate releases updates to the Articulate 360 suite of applications which may cause a mismatch between what is shown in this book and on screen.

If something on your screen does not match what we show in this book, visit our Articulate Storyline page on the IconLogic website for possible book updates or errata information at: www.iconlogic.com/articulate-storyline-360-essentials-second-edition-workbook.html.

Should you get stuck and find no relief on your own or from the IconLogic website (www.iconlogic.com/articulate-storyline-360-essentials-second-edition-workbook.html), email Kevin or Kal directly for clarification. You can reach Kevin at ksiegel@iconlogic.com and Kal at kal@amananet.com.

Special Thanks

We truly appreciate the work of the proofreaders and beta testers who labored diligently to find as many typos and errors as possible in both this book and the supporting project files.

Specifically, we would like to thank **Ellie Abrams**, **Martin Rosoff**, **Amanda Christianson**, **Janay White**, **Victoria Hokana**, **Dan Earley**, **Patty DeLuca**, and **Don Finch** for their efforts.

Contacting IconLogic

Web: www.iconlogic.com

Email Kevin: ksiegel@iconlogic.com

Email Kal: kal@amananet.com

Phone: 410.956.4949, ext 711





Notes

[illegible]



ICONLOGIC

"Skills and Drills" Learning

Rank Your Skills

Before starting this book, complete the skills assessment on the next page.

Skills Assessment

How This Assessment Works

Ten course objectives for *Articulate Storyline 360: The Essentials* (2nd edition) are listed below. **Before starting the book**, review each objective and rank your skills using the scale next to each objective. A rank of ① means **No Confidence** in the skill. A rank of ⑤ means **Total Confidence**. After you've completed this assessment, work through the entire book. **After finishing the book**, review each objective and rank your skills now that you've completed the book. Most people see dramatic improvements in the second assessment after completing the lessons in this book.

Before-Class Skills Assessment

	No Confidence			Confidence	
1. I can redock Storyline's windows.	①	②	③	④	⑤
2. I can add a Trigger to a slide object.	①	②	③	④	⑤
3. I can edit a Slide Master.	①	②	③	④	⑤
4. I can insert a Character.	①	②	③	④	⑤
5. I can create a Conditional Trigger.	①	②	③	④	⑤
6. I can create a Variable.	①	②	③	④	⑤
7. I can create a Quiz.	①	②	③	④	⑤
8. I can add a Motion Path.	①	②	③	④	⑤
9. I can create a Drag-and-Drop question.	①	②	③	④	⑤
10. I can Publish as HTML5.	①	②	③	④	⑤

After-Class Skills Assessment

	No Confidence			Confidence	
1. I can redock Storyline's windows.	①	②	③	④	⑤
2. I can add a Trigger to a slide object.	①	②	③	④	⑤
3. I can edit a Slide Master.	①	②	③	④	⑤
4. I can insert a Character.	①	②	③	④	⑤
5. I can create a Conditional Trigger.	①	②	③	④	⑤
6. I can create a Variable.	①	②	③	④	⑤
7. I can create a Quiz.	①	②	③	④	⑤
8. I can add a Motion Path.	①	②	③	④	⑤
9. I can create a Drag-and-Drop question.	①	②	③	④	⑤
10. I can Publish as HTML5.	①	②	③	④	⑤



ICONLOGIC

"Skills and Drills" Learning

Preface

In This Module You Will Learn About:

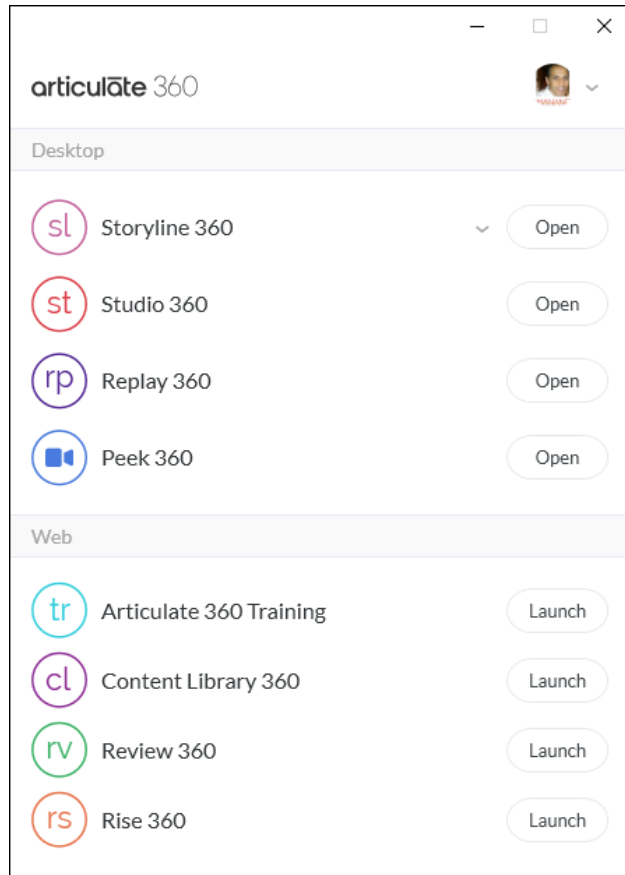
- About Articulate 360 and Storyline 360, page 2
- Planning eLearning Projects, page 3
- Budgeting eLearning Projects, page 4
- eLearning Development Phases, page 5
- eLearning Development Process, page 6
- Designing Storyline Slides, page 7
- Fonts and Learning, page 8
- Scripts for Software Simulations, page 11
- Storyboarding for Soft Skills, page 12



About Articulate 360 and Storyline 360

Articulate 360 is a suite of tools developed by Articulate (www.articulate.com). The tools include **Storyline 360** (which is the focus of this book), **Studio 360** (a collection of eLearning products, including **Presenter**, **Engage**, and **Quiz Maker**), **Replay 360** (a screen recording tool useful for making video demos), and **Peek** (a desktop application that lets you record either Mac or PC screens). There are web-based applications as well, including **Rise** (a template-based online authoring tool for creating very simple and responsive courses), and **Review** (an online-based course review process where team members can comment and provide feedback).

When you start Articulate 360, you see the following application Launcher screen:



To use any of the tools that comprise Articulate 360, you must subscribe to the suite via Articulate's website (www.articulate.com). To edit existing projects, or create new content, you need to keep your Articulate 360 subscription active.

In addition to the tools mentioned above, Articulate 360 includes the Content Library 360 containing a vast selection of professional templates, images, and other digital learning assets.

Planning eLearning Projects

If you want to create eLearning, Storyline is an essential development tool. However, if your goal is effective and relevant eLearning, you'll need more than Storyline. Consider the following:

- ☐ **Why are you creating an eLearning course?** You'd be surprised how many people start Storyline and just start creating content. This kind of development process might be well intentioned, but you really need to map out the entire course, including the way you are going to track learner comprehension (if that's important to you). During the mapping process, you might conclude that your course isn't appropriate for eLearning and move on to another course.
- ☐ **Who is your audience?** The way you teach children is different from the way you teach adults. For instance, children need praise and encouragement during the learning process; however, adult learners might find such praise and encouragement annoying.
- ☐ **What exactly are you teaching, and is it appropriate for eLearning?** Not every lesson in an instructor-led course can be effectively re-tooled for eLearning. For instance, if a course relies on breakout groups, group discussion, or collaborative work, those aspects of the course cannot easily be included in eLearning. Keep in mind that eLearners almost always work on their own with little or no interaction with a colleague.
- ☐ **Does your project need to accommodate learners with special needs?** If the answer is yes, you should budget approximately 30 percent more time to produce accessible eLearning.
- ☐ **Do you want your projects to contain images, videos, and background music?** If so, where will you get them? Also, are you going to use a template? If so, who is going to design and create it?
- ☐ **Will there be annotations (written instructions and descriptions)?** If so, who will write the content for the annotations? Do you need an eLearning script? Do you need a voiceover script?
- ☐ **Is your course soft skills, or is it a software simulation?** If it is soft skills, does it make sense to create most of the content in Microsoft PowerPoint and then import the presentation into Storyline?





Budgeting eLearning Projects

Many new Storyline developers underestimate the time needed to produce projects. Although it is certainly easier and faster to create eLearning content than ever before, it still takes time. To determine your level of effort, the first thing you need to know is the total play time in minutes of your eLearning course. Once you have that number, you can calculate your level of effort.

As an example, let's calculate how long it's going to take you to produce a 60-minute eLearning course. Because you don't want to create a single project that, when published, plays for 60 consecutive minutes, it's ideal to break the 60 minutes of content into chunks. We suggest that each chunk play for no more than five minutes. That means you will have 12, five-minute lessons (or modules).

If you need to write the content for the course (somebody has to), you'll need a script (page 11) and/or storyboard (page 12); and, if there's voiceover audio, you'll need a voiceover script. It could easily take you three hours to write a script to support each five-minute eLearning lesson. Therefore, you should budget at least 36 hours to write the entire one-hour eLearning course (12 x 3=36). Depending on how fast you write, you could easily double those hours, meaning you may need to budget 80 hours for the writing.

In our experience, writing a voiceover script is easier than writing a step-by-step main script (voiceover scripts typically take us 50 percent less time to write). If you spent 80 hours writing the script, you should budget 40 hours to write the voiceover script. Once the voiceover script is done, you'll also need to include time for recording the voice-overs, making corrections to the script post-rehearsal, and recording the simulations using Storyline.

Next comes the production process where you will need to add slide text (annotations) and images, interactivity, triggers, hotspots, variables, audio, animations, videos, software simulations or demonstrations, quizzes, and more. You should budget approximately two hours of labor to produce every single minute of eLearning in Storyline. Therefore, it could easily take 10 hours to produce a five-minute module.

During the production process (detailed beginning on page 5), you'll likely add audio or record audio files. And you may need to edit the audio files by performing common tasks such as removing unwanted noise.

When you are done producing the project, you will publish the finished lesson, upload the published assets to a server or Learning Management System, and test for scoring or interactivity errors. If errors are found, you'll need to return to Storyline to fix problems. After fixing those problems, you'll need to republish, repost, and then retest.

An eLearning development budget for a 60-minute eLearning course might look something like this:

- ☐ 40-80 hours to write an eLearning script or create the storyboard to support 12, five-minute lessons for a one-hour course
- ☐ 120 hours to edit, produce, and test 12, five-minute lessons
- ☐ 20-40 hours to write a voiceover script to be used by your narrator
- ☐ 20-40 hours to record and enhance your own voiceover audio

eLearning Development Phases

The infographic below offers a visual way to think about the eLearning development process and phases. A larger version of the graphic can be downloaded from www.iconlogic.com/skills-drills-workbooks/elearning-resources.html.





eLearning Development Process

We've listed the typical eLearning development process below. The list includes a skill level number indicating the level of difficulty for each task. The numbers range from 1 to 10, with 10 indicating the most difficult task.

- ☐ **Write It:** Depending on the type of eLearning you're creating, you may need multiple scripts. If you're creating a **soft skills** lesson (life lessons such as conflict resolution or on-boarding), you'll likely need a storyboard (see page 12) and a voiceover script. If you're creating software simulations (something we cover in-depth during our "Articulate Storyline 360: Beyond the Essentials, Third Edition" book), you need the detailed instructions necessary to record the simulation with Storyline (see page 11). *The writing phase is the most important step in the process.* Without good scripts, you don't have a good movie. Think we're kidding? The lack of a viable script doomed movie classics such as *Battlefield Earth*, *Barb Wire*, *Heaven's Gate*, *Popeye*, and *Ishtar*. (Skill Level: 10)
- ☐ **Rehearse It:** If you're creating a software simulation, go through the script with the software you'll be recording in front of you. Don't skip any steps. You'll be able to see if the steps in the script are incomplete or inaccurate before you attempt to record the steps using Storyline. (Skill Level: 2)
- ☐ **Reset It:** After rehearsing a software simulation, be sure to "undo" everything you did during the rehearsal. When you ultimately use Storyline to record the actual software simulation few things are more frustrating than coming across steps that have already been completed (requiring you to stop the recording and re-record). (Skill Level: 1)
- ☐ **Record It:** If rehearsals go well, recording the software simulation should be easy. (Skill Level: 2)
- ☐ **Produce It:** In this task you add captions, highlight boxes, text entry fields, spell check, add buttons, click boxes, animations, quizzes, audio, variables, triggers, conditional triggers, etc. (Skill Level: 8)
- ☐ **Publish It:** Although not a difficult task, if your project is large (lots of slides and audio), publishing could take some time. You cannot do any work in Storyline while your project is publishing. (Skill Level: 1)
- ☐ **Post It:** This is a broad category. Posting your project means different things depending on where your finished lessons are supposed to go. For instance, if your lessons are supposed to be uploaded into a Learning Management System (LMS), you have to set up the reporting features in Storyline, publish the project, and then upload it into the LMS. Then you need to test the lesson to ensure it scores correctly. If you plan to simply add the lessons to a web server, posting may be as easy as handing the published files off to your webmaster. (Skill Level: 2 or 3... or higher if your LMS is difficult to use)
- ☐ **Test It:** This task isn't difficult, but it could take time. If you find a problem, you've got to go back and fix it, publish it, and then retest it. Some people argue that this step belongs above the **Publish It** process. We cannot argue with that logic. However, after testing the project, you still need to publish it, and as we mentioned above, if you're working with an LMS, upload it and test again. (Skill Level: 2)
- ☐ **Republish, Repost, Retest:** If something doesn't work when you test the posted version of your lesson, you have to return to Storyline and fix the problem. After that, you'll Publish, Post, and Test again. (Skill Level: 2 or 3... or higher if you can't resolve the problem)

Designing Storyline Slides

Because much of the Storyline interface is similar to Microsoft PowerPoint, if you have used PowerPoint, Storyline may seem familiar to you. When working in PowerPoint, you insert slides when you need them and then populate those slides with text, images, animations... just about anything. The same is true when working in Storyline.

Of course, there are big differences between PowerPoint and Storyline, and you'll discover those differences as you work through this book. What the two programs have in common is your ability to apply themes that quickly create visually-appealing slides with a click of your mouse. While those themes help make the slides look good, they also need to effectively convey your message. When it comes to building effective slides, here are a few things to think about:

- ☐ **Bulleted Lists.** There are certain occasions when a bulleted list is the best way to convey an idea. However, just because PowerPoint uses a bulleted approach to information by default doesn't mean you have to use that format in Storyline.
- ☐ **Break Things Up.** Try splitting the bullets up into separate slides with a single image to illustrate each point, or forgo the text altogether and replace it with a chart, diagram, or other informative image.
- ☐ **Less is More.** It is not necessary to have every bit of information you discuss also appear on the slide. Encourage your audience to listen and, if necessary, take notes based on what you say, not what is displayed on the slide.
- ☐ **To Animation or Not to Animate.** Like PowerPoint, you can add animations to just about anything and everything on a Storyline slide. However, we suggest keeping animations to a minimum. While animations can be cool, they can be distracting. And nothing says "High School Presentation Circa 1997" quite like a dancing animated image clumsily plopped on a rainbow gradient background.
- ☐ **Simplify.** eLearning lessons are plentiful—particularly bad ones. Trust us, your learner will not be impressed with how many moving, colorful parts each slide contains.
- ☐ **Photos vs. Images.** Consider taking more of a photographic approach to the images you use. You can easily find stock photographs on the web using any one of a number of pay-for-use websites. There are many free sites, but keep in mind that to save time and frustration (and improve on the selection and quality), you might want to set aside a budget to pay for images.





Fonts and Learning

There is no denying that the most important thing about eLearning is solid content. Read on to discover the many surprising ways fonts can affect your content.

Some Fonts Read Better On-Screen

eCommerce Consultant Dr. Ralph F. Wilson did a study in 2001 to determine if serif fonts (fonts with little lines on the tops and bottoms of characters, such as Times New Roman) or sans serif fonts (those without lines, such as Arial) were more suited to being read on computer monitors. His study concluded that although Times New Roman is easily read in printed materials, the lower resolution of monitors (72 dots per inch (dpi) versus 180 dpi or higher) makes it much more difficult to read in digital format. Arial 12 pt was compared to Times New Roman 12 pt with respondents finding the sans serif Arial font more readable at a rate of two to one.

Lorem ipsum frangali puttuto rigali fortuitous confulence magficati aloreem. Lorem ipsum frangali puttuto rigali fortuitous confulence magficati aloreem.	Lorem ipsum frangali puttuto rigali fortuitous confulence magficati aloreem. Lorem ipsum frangali puttuto rigali fortuitous confulence magficati aloreem.
Times New Roman 12 pt	Arial 12 pt

Source: <https://www.practicalecommerce.com/html-email-fonts>

Wilson also tested the readability of Arial versus Verdana on computer screens and found that in font sizes greater than 10 pt, Arial was more readable, whereas Verdana was more readable in font sizes 10 pt and smaller.

So should you stop using Times New Roman in your eLearning lessons? Not completely. For instance, you can still use Times New Roman for text content that is not expected to be skimmed over quickly or read in a hurry.

The Readability of Fonts Affects Participation

A study done at the University of Michigan in 2008 on typecase in instructions found that the ease with which a font in instructional material is read can have an impact on the perceived skill level needed to complete a task.

The study found that if directions are presented in a font that is deemed more difficult to read, “the task will be viewed as being difficult, taking a long time to complete and perhaps, not even worth trying.”

The results of the study by Wilson indicate that it is probably not a good idea to present eLearning material, especially to beginners, in a Times New Roman font, as it may make the information seem too difficult to process or overwhelming.

Most Popular Fonts

We polled our “Logical” newsletter readers and asked which fonts they tended to use in eLearning. Here is a list of the most popular fonts:

- ☐ Verdana
- ☐ Helvetica
- ☐ Arial
- ☐ Calibri
- ☐ Times
- ☐ Palatino
- ☐ Times New Roman
- ☐ Century Schoolbook (for print)



NOTES

Fonts and Personas

If you are creating eLearning for business professionals, you might want to use a different font in your design than you would if you were creating eLearning for high school students. But what font would you use if you wanted to convey a feeling of happiness? Formality?

In a study funded by Microsoft by A. Dawn Shaikh, Barbara S. Chaparro, and Doug Fox, the perceived personality traits of fonts were categorized. The table below shows the top three fonts for each personality objective.

	Top Three		
Stable	TNR	Arial	Cambria
Flexible	Kristen	Gigi	Rage Italic
Conformist	Courier New	TNR	Arial
Polite	Monotype Corsiva	TNR	Cambria
Mature	TNR	Courier New	Cambria
Formal	TNR	Monotype Corsiva	Georgia
Assertive	Impact	Rockwell Xbold	Georgia
Practical	Georgia	TNR	Cambria
Creative	Gigi	Kristen	Rage Italic
Happy	Kristen	Gigi	Comic Sans
Exciting	Gigi	Kristen	Rage Italic
Attractive	Monotype Corsiva	Rage Italic	Gigi
Elegant	Monotype Corsiva	Rage Italic	Gigi
Cuddly	Kristen	Gigi	Comic Sans
Feminine	Gigi	Monotype Corsiva	Kristen
Unstable	Gigi	Kristen	Rage Italic
Rigid	Impact	Courier New	Agency FB
Rebel	Gigi	Kristen	Rage Italic
Rude	Impact	Rockwell Xbold	Agency FB
Youthful	Kristen	Gigi	Comic Sans
Casual	Kristen	Comic Sans	Gigi
Passive	Kristen	Gigi	Comic Sans
Impractical	Gigi	Rage Italic	Kristen
Unimaginative	Courier New	Arial	Consolas
Sad	Impact	Courier New	Agency FB
Dull	Courier New	Consolas	Verdana
Unattractive	Impact	Courier New	Rockwell Xbold
Plain	Courier New	Impact	Rockwell Xbold
Coarse	Impact	Rockwell Xbold	Courier New
Masculine	Impact	Rockwell Xbold	Courier New

Source: https://soma.sbccc.edu/users/Russotti/113/personality_Shaikh.pdf

Scripts for Software Simulations

When we have created text-based eLearning scripts or received them from clients, we've generally seen them in two flavors: paragraphs and tables.

Scripts in Paragraph Format

If you are creating a script for eLearning, your text should be formatted in a way that is easy to follow. You can format the script in paragraphs, but you will need to clearly label the parts. You may find that formatted paragraphs are all you need. However, we recommend a table or grid format for a script that will be developed into eLearning.

Step 1

Screen: Display the document


Action: Move the cursor to the Format menu and click Format

Caption: Click Format

Voiceover: Now let's open the Format menu to get started with formatting the document.

Scripts in Table Format

Below is a picture of a script used to create an eLearning lesson. The script was created in Microsoft Word and is available in the Storyline360Data_SecondEdition folder (the file is called **SampleScript**).



Sample Script for Recording Screen Actions with Storyline

Lesson Name: Print a NotePad File with Landscape Orientation

Step	Screen	Action to be Taken by Storyline Developer	Caption Text	Narrator Says
1)	A NotePad file should be open prior to recording. You can start NotePad by choose Start > Run and typing notepad. Any open NotePad document can be used for this simulation.	Pull a screen shot of the NotePad file do not click anything. This slide will contain some introductory narrative.	During this lesson you will learn how to print a NotePad document	During this lesson you will learn how to print a NotePad document in Landscape Orientation.
2)	A NotePad file is open. Nothing should be selected and no menus should be open.	Click the File menu	First, let's display the Print dialog box. Choose File > Print .	To begin, let's display the Print dialog box by choosing the Print command from the File menu.



NOTES

Storyboarding for Soft Skills

When the training objective is a soft skill, such as how to interact with others in the workplace or how to comply with legally required behavior, there may be no step-by-step process to spell out. Instead, you have to describe and demonstrate the behavior in a way that engages the learner. This is where the screen-writing part of writing training materials comes into play.


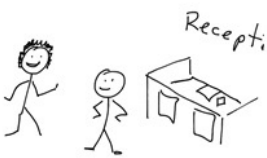

You can present soft skills through slides or videos. Either way, the writing must be both clear and engaging.

Here is a typical plotline for soft skills training.

- ☐ State a real-world problem, challenge, or requirement
- ☐ Illustrate what happens on failure
- ☐ Demonstrate and describe how to succeed
- ☐ Include a quiz or other evaluation

A storyboard, which can be made up of images, text, or both, allows you to plan what is pictured or acted out, as well as what is said for each slide or scene.

Even if you are not an artist, you can sketch the basics of the characters, setting, and behavior for each scene. Take a look at the image below. We think you will agree that the drawings are not works of art. Nevertheless, you can tell that they depict two people meeting in the reception area of an office. (You'll find a sample storyboard in the Storyline360Data_SecondEdition folder.)

Slide/ Scene No.	Picture	Voiceover	Action	Dialogue
1				
2				
3				



ICONLOGiC

"Skills and Drills" Learning

Module 1: Exploring Storyline

In This Module You Will Learn About:

- The Storyline Interface, page 14
- Previewing, page 22

And You Will Learn To:

- Explore a Finished Storyline Project, page 14
- Explore Slides and Windows, page 16
- Zoom and Magnify, page 18
- Explore Panels, page 20
- Preview the Entire Project, page 22



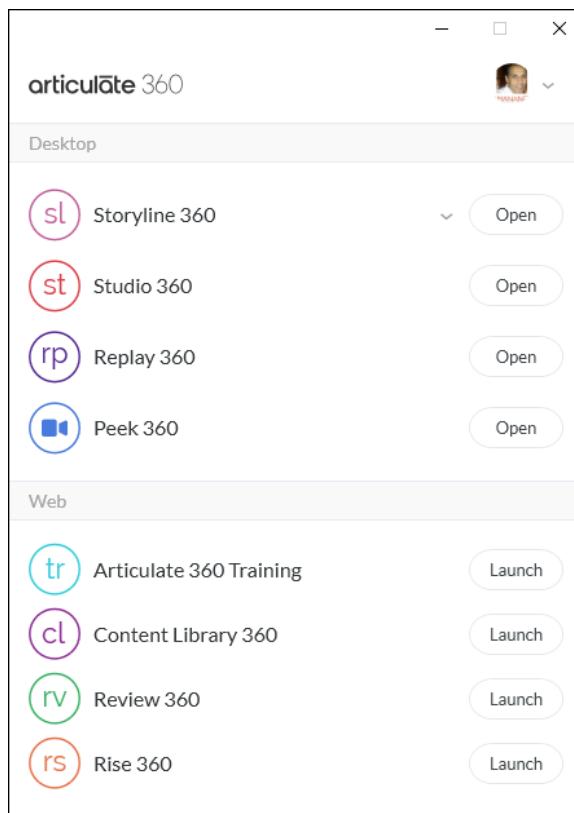
The Storyline Interface

As you work through the lessons in this book, the goal is to get you comfortable with each specific Storyline area or feature before proceeding. Like any feature-rich program, mastering Storyline is going to be a marathon, not a sprint. Soon enough, you'll be in full stride, creating awesome eLearning content using Storyline. But before the run comes the warm up. During these first few activities, you will familiarize yourself with Storyline's user interface. Specifically, you'll be instructed to start Storyline, open an existing project, and explore Storyline's interface a bit.

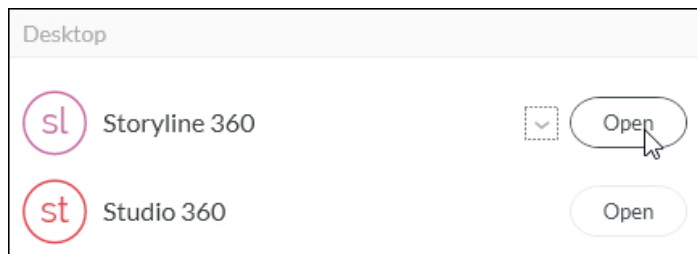
Guided Activity 1: Explore a Finished Storyline Project

1. Start Articulate 360 and then Storyline 360.

The Articulate 360 Launcher opens providing access to all of the Articulate 360 Desktop and Web tools.



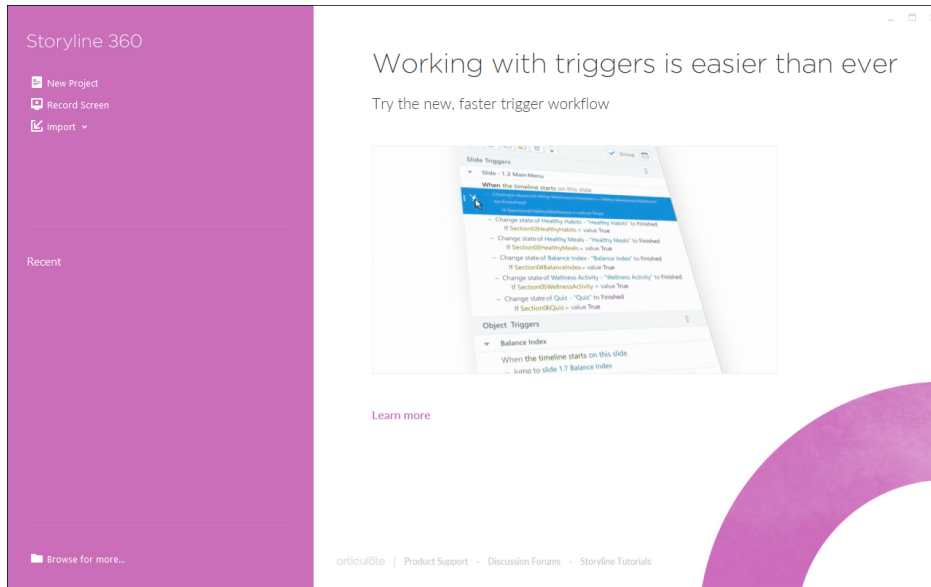
- ☐ on the **Launcher**, click **Open** to the right of **Storyline 360**



Note: You can start Articulate Storyline 360 independent of the Launcher shown in the first image above. However, if you access the Launcher first you'll always be

notified if there's an update available for any of the tools that make up the Articulate 360 suite.

Shown below is the initial screen you'll see after you start Storyline 360. At the top left are quick links to start a New Project, Record the Screen, and Import content from other sources. If you've opened existing Storyline projects, those projects will be available in the **Recent** area. Beneath the Recent projects, you'll find a **Browse for more** link that will let you find and open existing Storyline projects (you'll be using that link next).



- Open an existing Storyline 360 project from the **Storyline360Data_SecondEdition** folder.

☐ at the **bottom left** of the screen, click **Browse for more**

The **Open** dialog box appears.

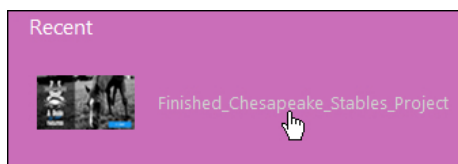
☐ navigate to the **Storyline360Data_SecondEdition** folder and open **Finished_Chesapeake_Stables_Project.story**

The project opens. During the lessons presented in this book, you will learn how to create this eLearning course from scratch. It introduces you to a horse-boarding facility named Chesapeake Stables.

- Close the project and reopen it using the Recent area.

☐ choose **File > Close** (do not save the project if prompted)

☐ from the **Recent** area, click **Finished_Chesapeake_Stables_Project**



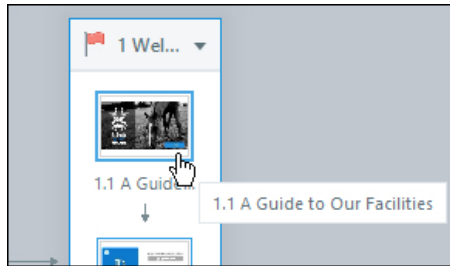
By default, Storyline projects open in Story View.



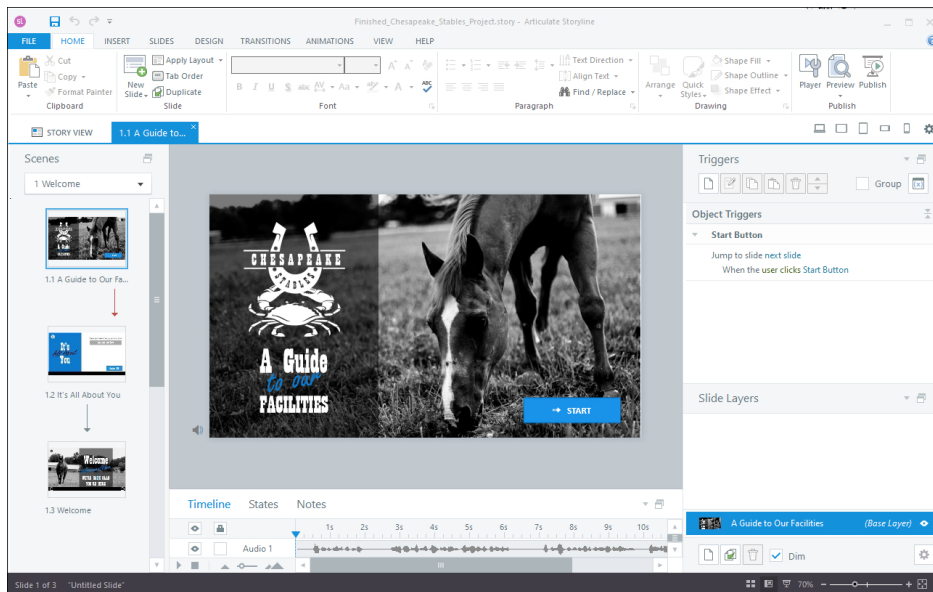
NOTES

Guided Activity 2: Explore Slides and Windows

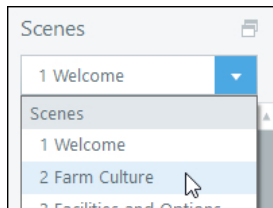
1. Ensure that the **Finished_Chesapeake_Stables_Project** project is still open.
2. Explore slides and scenes.
 - ☐ from the top of the Storyline window, double-click the slide labeled **1.1 A Guide to Our Facilities**



The Storyline window changes from Story View to Slide View. At the left you'll see slide thumbnails and a Scenes drop-down menu. The slide you double-clicked is open in the middle of the screen. At the right you'll see some panels with additional options.



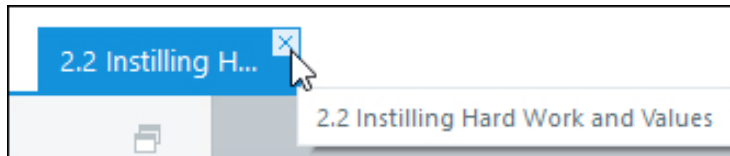
- ☐ from the left side of the Storyline window, click the **Scenes** drop-down menu and choose **2 Farm Culture**



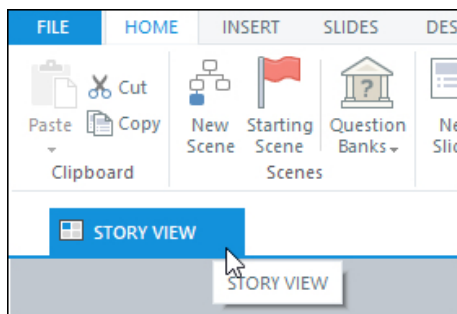
This project consists of seven scenes (a scene is a collection of related slides). You'll learn more about the relationship between scenes and slides beginning in the next module when you create your first project from scratch and begin adding content.

Scenes Confidence Check

1. Still working in the **Finished_Chesapeake_Stables_Project** file, spend a few moments exploring each of the seven scenes.
2. As you move from scene to scene, click and explore each of the slides within those scenes.
3. When finished exploring, close any open slides to return to Story View. (Note that open slides can be closed via the Close box in the slide's title tab, which is shown below.)



When you're in Story View, you'll see the Story View tab at the left of the Storyline window.





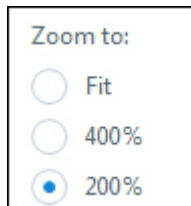
Guided Activity 3: Zoom and Magnify

1. Ensure that the **Finished_Chesapeake_Stables_Project** project is still open.
2. Open a slide.
 - ☐ from the middle of the Story View window, double-click the slide labeled **3.1 Farm Services**
3. Zoom closer to the slide.
 - ☐ click the **View** tab on the **Ribbon**
 - ☐ from the **Zoom** group, click **Zoom**



The Zoom dialog box opens.

- ☐ select **200%**



- ☐ click the **OK** button

Being this close to the slide makes it easier to view and edit the slide's content. At this zoom percent, you will need to use the scroll bars to move around the slide.

4. Change the slide zoom by using the Zoom slider.

☐ at the lower right of the Storyline window, drag the zoom slider **left** to zoom out



Note: You can also click the plus and minus signs to change the Zoom.

5. Change the slide zoom to Fit in Window.

☐ from the **Zoom** group (on the **View** tab of the **Ribbon**), click **Fit to Window**



Note: You can zoom as far away from a slide as **10** percent and as close as **400** percent.

6. Close the slide to return to Story View.



NOTES

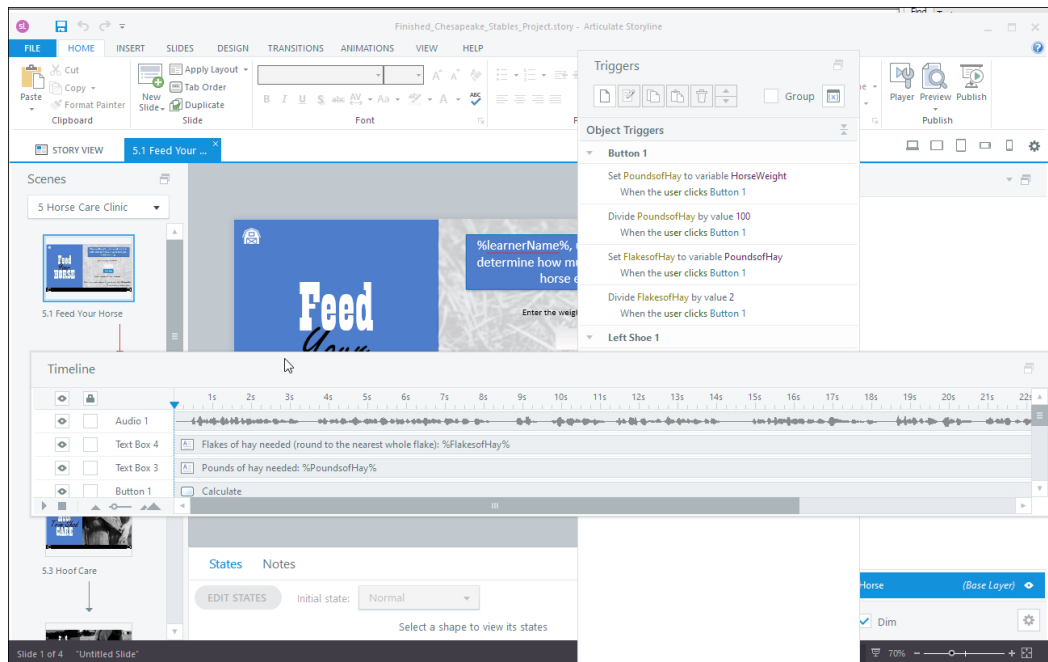
Guided Activity 4: Explore Panels

1. Ensure that the **Finished_Chesapeake_Stables_Project** file is still open.
2. Open a slide.
 - ☐ from the **Story View** window, scroll down and double-click the slide labeled **5.1 Feed Your Horse**
3. Undock the Timeline panel.
 - ☐ from the bottom of the Storyline window, drag the word **Timeline** to the middle of the window

The Timeline panel detaches from the bottom of the window and floats in its own window.

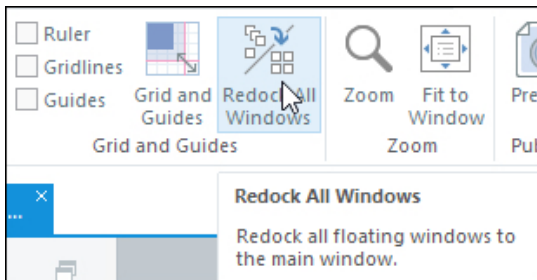
4. Undock the Triggers panel.
 - ☐ from the right of the Storyline window, drag the word **Triggers** to the middle of the window

Now both the Timeline and Trigger panel are detached and floating in their own windows. Using this technique, you can customize the look and feel of the Storyline window based on the size of your computer display.



5. Redock all windows.

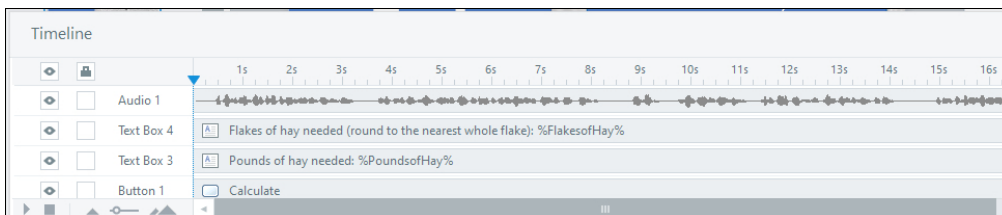
- ☐ select the **View** tab on the Ribbon
- ☐ from the **Grid and Guides** group, click **Redock All Windows**



All of the panels (windows) return to their default locations.

6. Resize the Timeline panel.

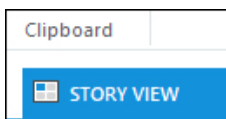
- ☐ from the bottom of the Storyline window, drag the **Timeline** to the middle of screen
- ☐ resize the Timeline as necessary to see all of its objects



The Timeline allows you to control when slide objects appear onscreen. You'll use with the Timeline throughout this book.

Panels Confidence Check

1. Still working in the **Finished_Chesapeake_Stables_Project** file, spend a few moments exploring some of the other panels/windows.
2. Undock some of the panels/windows (position them anywhere you want on your screen).
3. Redock all of the windows.
4. Close any open slides to return to Story View.





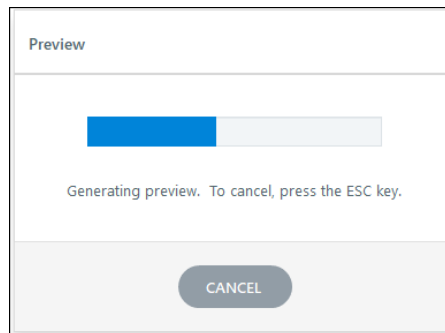
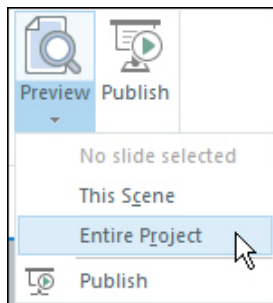
Previewing

During the activities presented in this book, you will learn how to create the Chesapeake Stables project from scratch. At some point, you will finish the development process by publishing the project. Once published, the output can be viewed by learners on all kinds of devices (including desktop computers, laptops, smart phones, and tablets).

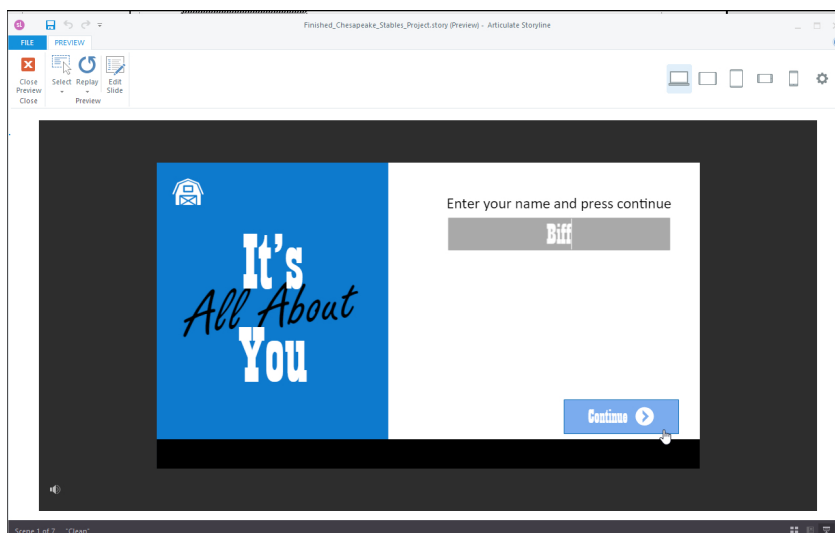
Prior to publishing a project, it's a good idea to preview the project so you can see how the content will look once published. Storyline includes multiple Preview options including Slide, Scene, and Project.

Guided Activity 5: Preview the Entire Project

1. Ensure that the **Finished_Chesapeake_Stables_Project** project is still open.
2. Preview the project.
 - ☐ select the **Home** tab on the Ribbon
 - ☐ from the **Publish** area, click the bottom part of the **Preview** icon (the arrow)
 - ☐ choose **Entire Project**



The project is generated and opens in a Preview window. Most of the slides are interactive to some degree (there are slides with interactive buttons; others contain videos or drag-and-drop interactions).

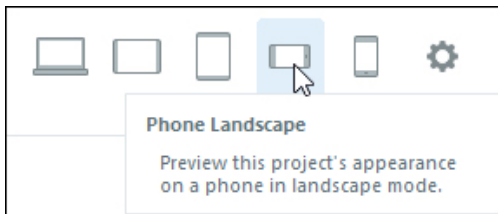


3. Preview the Responsive Playback options.

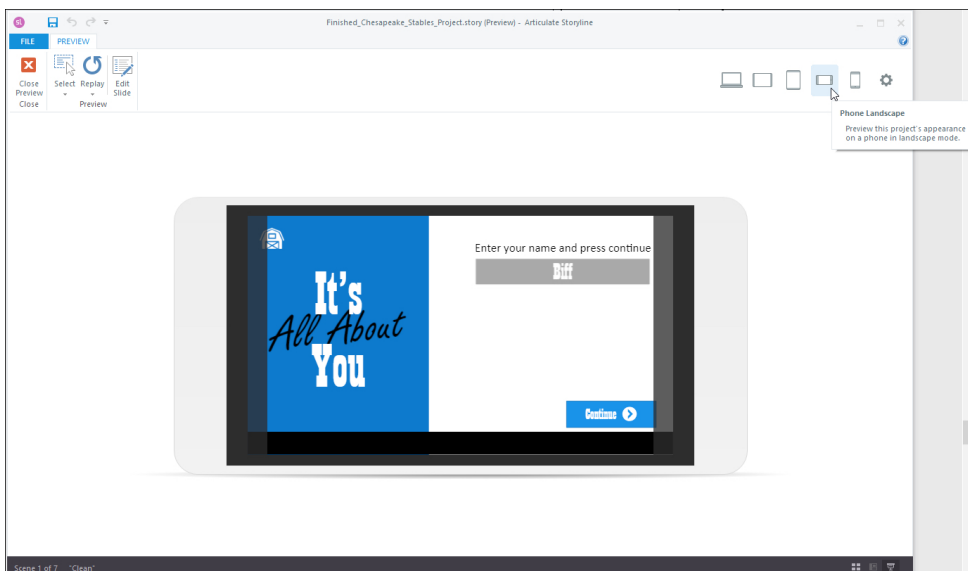
- ☐ ensure the Preview window is open

By default, you are previewing the project as a desktop user. However, Storyline projects can be used by learners on several types of devices. You can use the Preview window to get an idea of how your content will look on those devices.

- ☐ from the upper right of the Preview window, click **Phone Landscape**



The slide resizes to accommodate a smart phone.

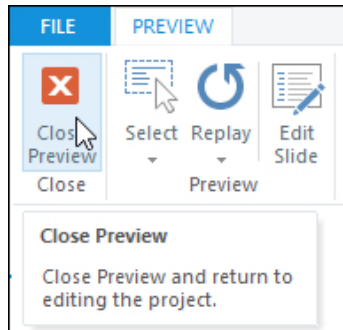




Previewing and Storyline Options Confidence Check



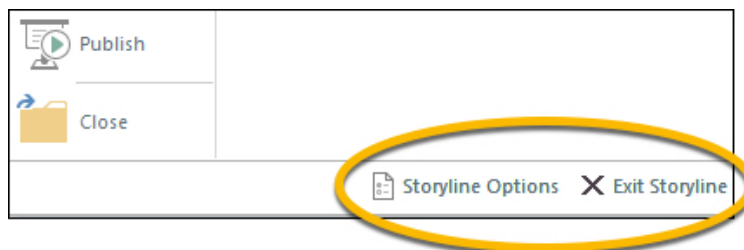
1. Close the Preview window.



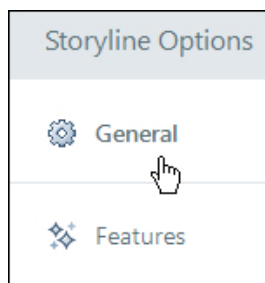
2. Select any slide in any scene.
3. Preview the **scene**.
4. Explore the other Responsive Playback options (Tablet Portrait, Phone Portrait).
5. Close the Preview window when finished.
6. Open any slide in any scene and then Preview just the slide.
7. Close the Preview window when finished.
8. Close the slide.

You've just about wrapped up your initial Storyline tour. Before moving on to the next module (where you'll create the Chesapeake Stables project from scratch), there are some additional Storyline options you should explore.

9. Choose **File > Storyline Options**.



10. From the list at the left, click **General**.

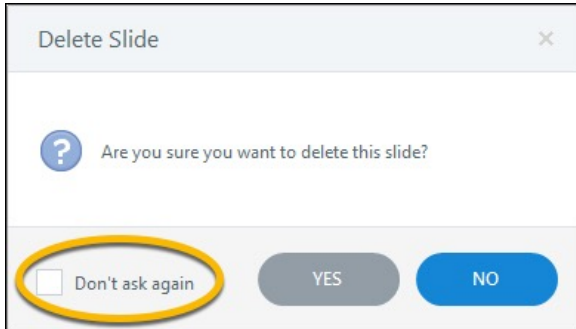


11. Click the **Reset “Don’t Show Again Prompts”** button.

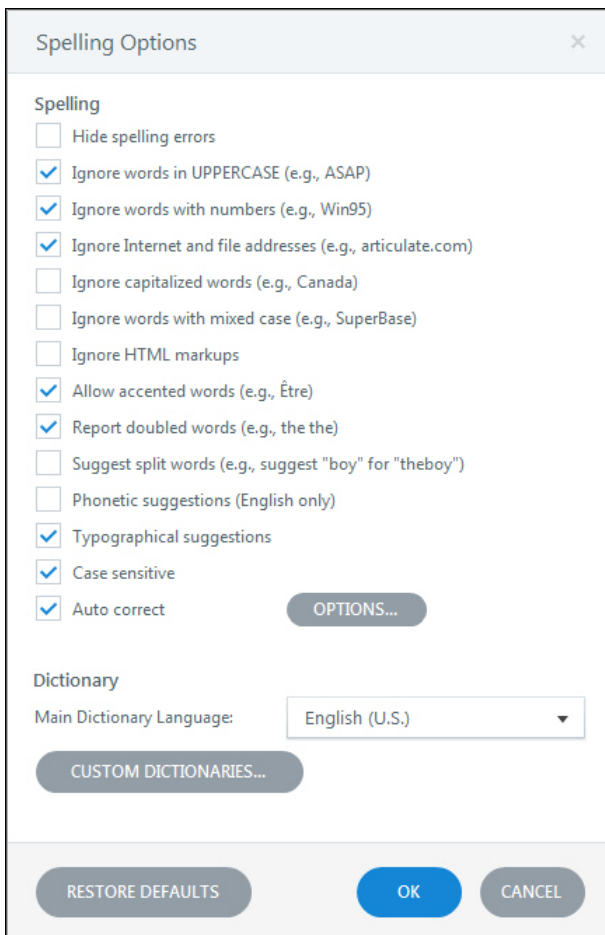


12. Click the **OK** button.

There are several dialog boxes in Storyline that ask you to confirm your action (as shown in the image below). Those dialog boxes may contain the option **Don’t ask again**. If you accidentally clicked **Don’t ask again**, resetting the option is a great idea.

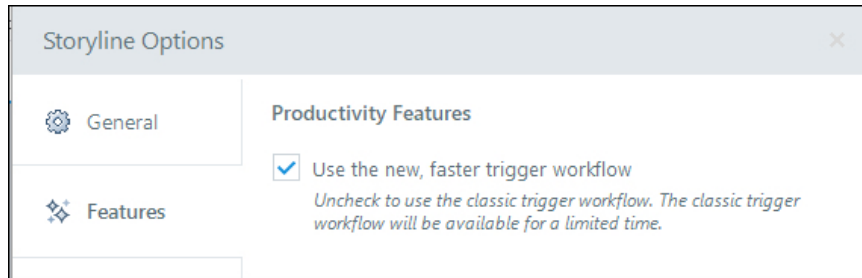


13. Click the **Spelling Options** button and, at the bottom of the dialog box, click the **Restore Defaults** button. The default Spelling Options will be selected in the Spelling Options dialog box.



NOTES

14. Click the **OK** button to close the Spelling Options.
15. From the list at the left, click **Features**.
16. Ensure that **Use the new trigger workflow** is selected.



You'll learn about triggers soon. The new trigger workflow makes working with triggers faster and more efficient. However, if you're an experienced developer, you might prefer the Classic workflow. In that case, you would remove the checkmark from "Use the new trigger workflow." For this book, ensure that the option is enabled.

17. Click the **Cancel** button to close the Storyline Options dialog box.
18. Close the project without saving.