SKILLSTACK SUITE

E-Learning Course Creation & Design

Course guide — how to design, build and ship an online course that people finish, from outcome definition through launch.

What this course is

Most online courses fail on structure, not subject knowledge. The author knows the material and dumps it in recording order, so learners stall in module two. This course works backwards from the outcome: define the change you are selling, design the assessment that proves it, then build only the content that gets someone there. It covers instructional design, production, platform setup and launch — with a real course as the output.

Who it is for and what you will be able to do

- Course creators and subject-matter experts turning existing expertise into a paid course
- Consultants and trainers productising a workshop they already deliver live
- By the end you will have a defined outcome, a module map, a scripted first module, a recorded lesson, a working platform setup, and a launch sequence
- No prior instructional-design or video experience assumed

Module outline

#	Module	What you build or produce
1	Outcome definition	A one-sentence transformation statement and the evidence that proves it
2	Audience and prerequisite mapping	A learner profile with the assumed starting point written down
3	Backwards design	Assessment first, then the module map that leads to it
4	Lesson architecture	Chunking, cognitive load, and the 6-12 minute lesson rule applied to your map
5	Scripting and delivery	A scripted opening module using the hook-context-demo-practice pattern
6	Production basics	Audio-first setup, lighting, screen capture, and a repeatable recording workflow
7	Editing and packaging	Cut list, captions, thumbnails, and consistent lesson intros/outros
8	Workbooks and assets	The downloadable that makes the lesson actionable rather than passive
9	Platform setup	Hosting, drip vs open access, progress tracking, and completion certificates
10	Pricing and positioning	Tier structure, cohort vs evergreen, and what justifies each price point
11	Launch sequence	Beta cohort, testimonials, waitlist, and the first paid launch
12	Iteration	Completion-rate data, drop-off points, and what to fix first

Tools and setup

You need a screen recorder, a USB microphone (audio matters far more than camera quality), a video editor, and a course platform. The course is platform-neutral — the setup module covers what to look for rather than prescribing one tool, because platform choice depends on whether you need drip scheduling, cohorts, or community.

Practice track

Each module ends with a build task. Do them in order — the later ones assume the earlier artefacts exist.

- Write the one-sentence transformation statement.
- Draft the final assessment before writing any lesson content.
- Build the module map backwards from that assessment.
- Script and record one complete lesson end to end.
- Build the workbook for that lesson.
- Set up the platform and drip the first module to three beta learners.
- Collect completion data and rewrite the weakest lesson.

How you know it worked

Checkpoint	Standard to hit
Transformation statement	A stranger can restate what changes, without your help
Module map	Every module traces to the final assessment; anything that does not is cut
First lesson	Under 12 minutes, one idea, ends with a task
Beta cohort	At least 2 of 3 beta learners complete module 1 unprompted
Completion rate	You can name your drop-off point from data, not guesswork

Educational course guide. Outcomes depend on the work you put in; no income or completion result is guaranteed.