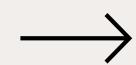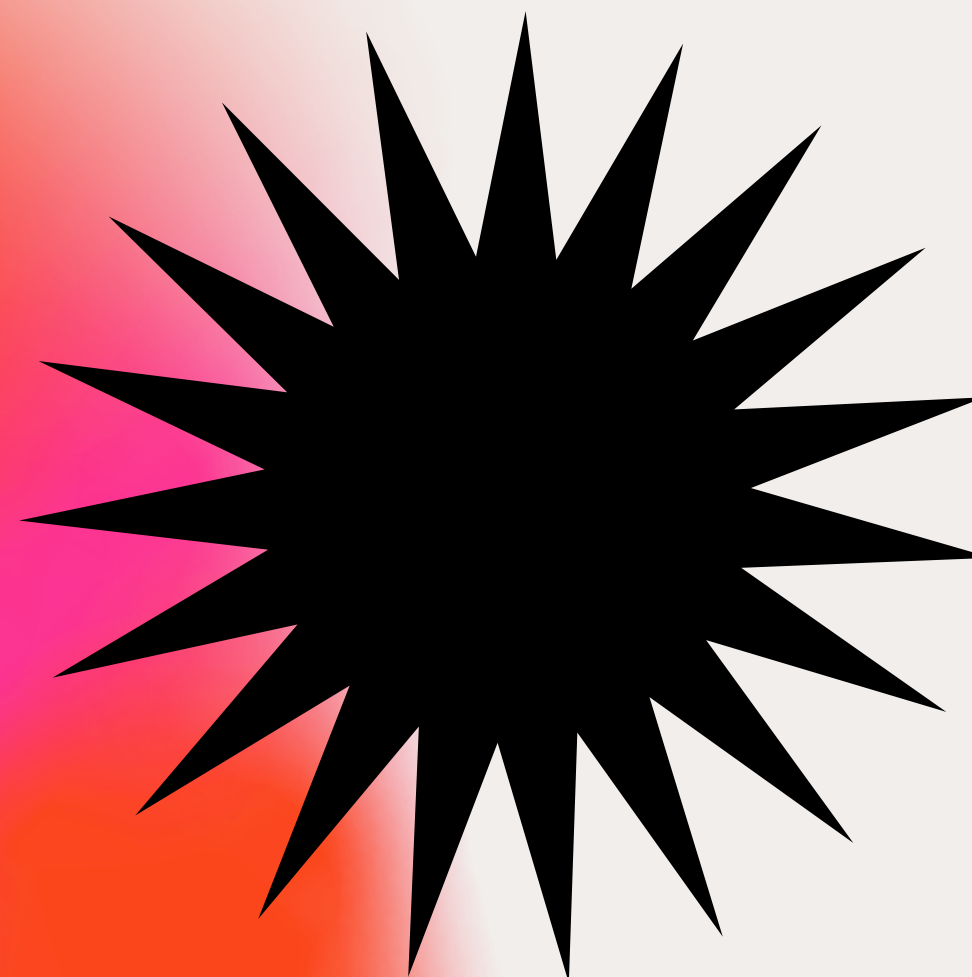# Heather Blaikie

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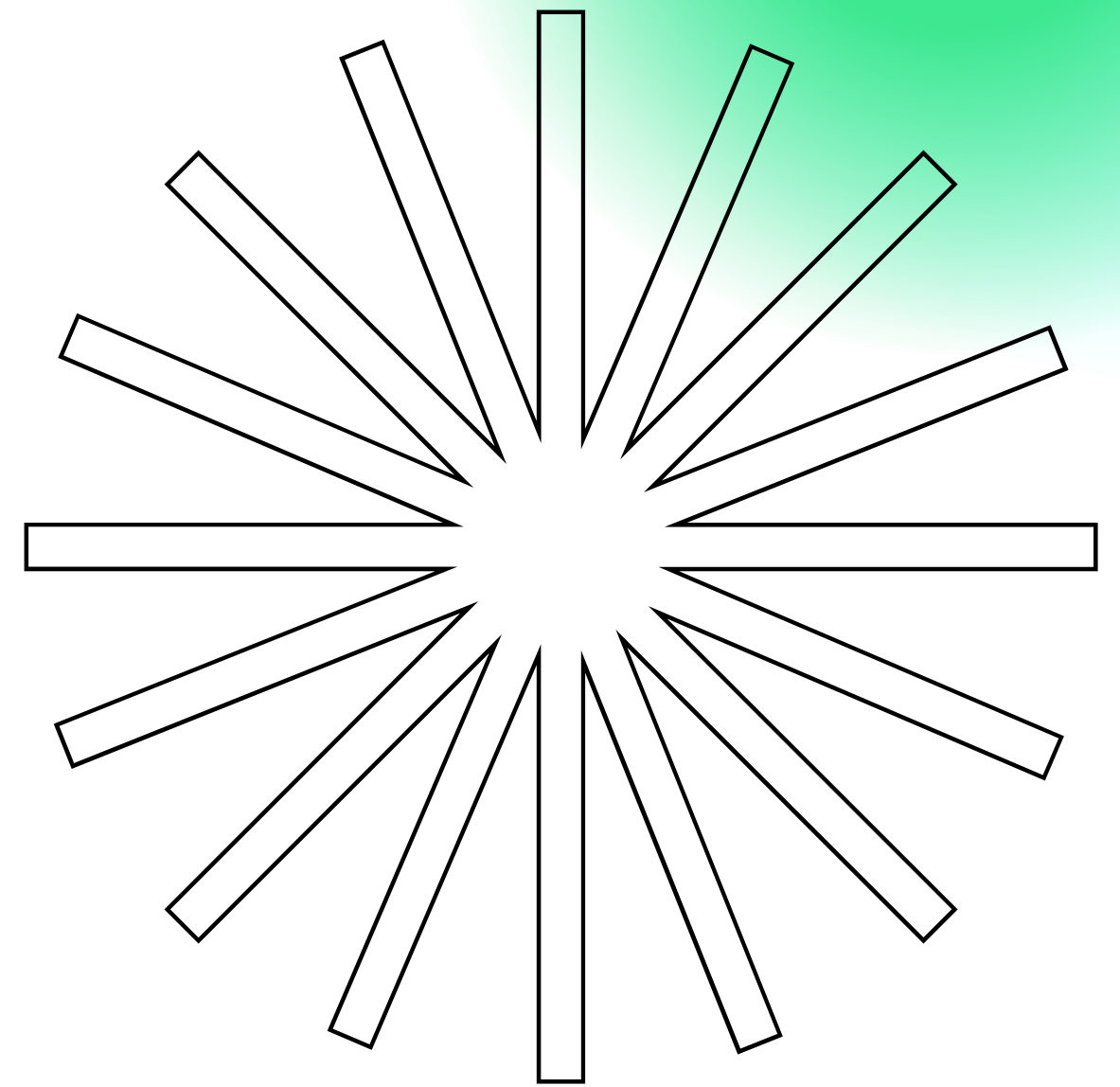
INSTRUCTIONAL
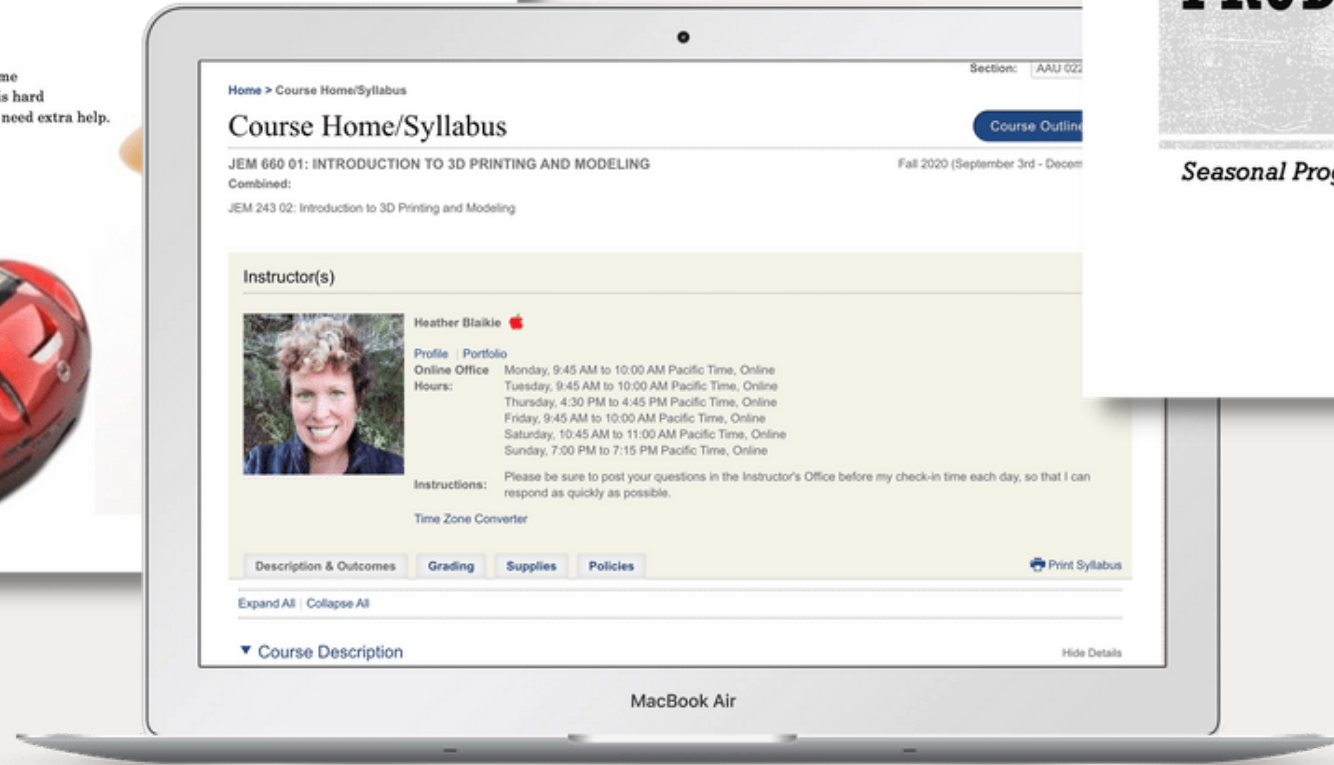DESIGNER

Welcome to Class!

TODAY'S AGENDA

* Designing & Developing Learning Programs

* Online Learning Experiences:

    *Building Online Modules

    *LMS Platforms

    *Online Delivery

* Great Design with Adobe Creative Suite
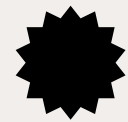
Designing & Developing Learning Programs

Understanding the Topic Deeper

In-person training & instruction

- Naturally fell into management of cross-functional teams, training and onboarding members.
- Professor working with students from various backgrounds, education levels, and nationalities.

Remote synchronous training

- Pivoted to Virtual Classroom to accommodate COVID-19 campus shutdown.
- Collaborated to launch series of webinars and instructional blog posts in place of annual industry tradeshow/workshop.

Online module development & delivery

- Piloted new curriculum including Learning Outcomes, Course Outline, Assignments, and Learning Materials.
- Utilized LMS platform for virtual onsite and online courses.

→

Designing & Developing Learning Programs

- **In-person instruction.**

- Mentored students to exceed department standards and produce professional level design work.

Designing & Developing Learning Programs

- **In-person instruction** paired with online LMS modules.

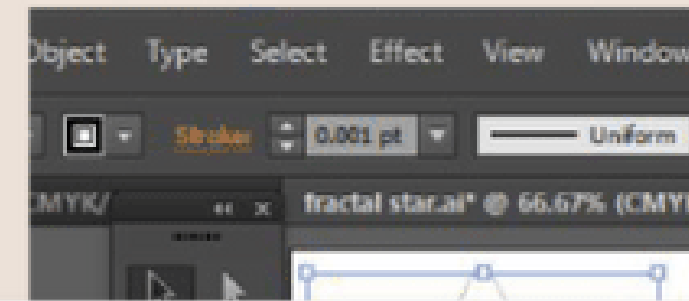- Trained students to master design methodologies.
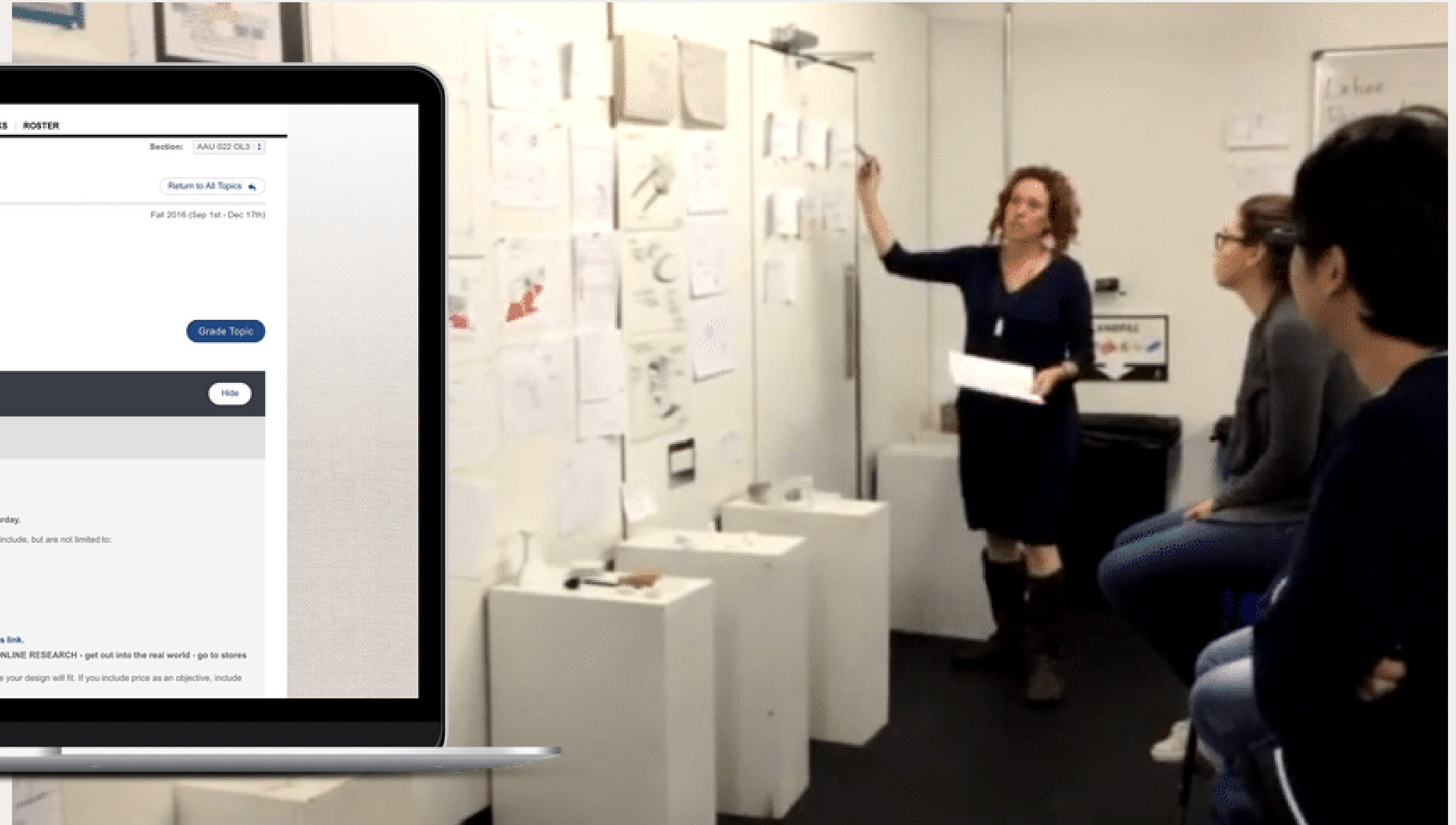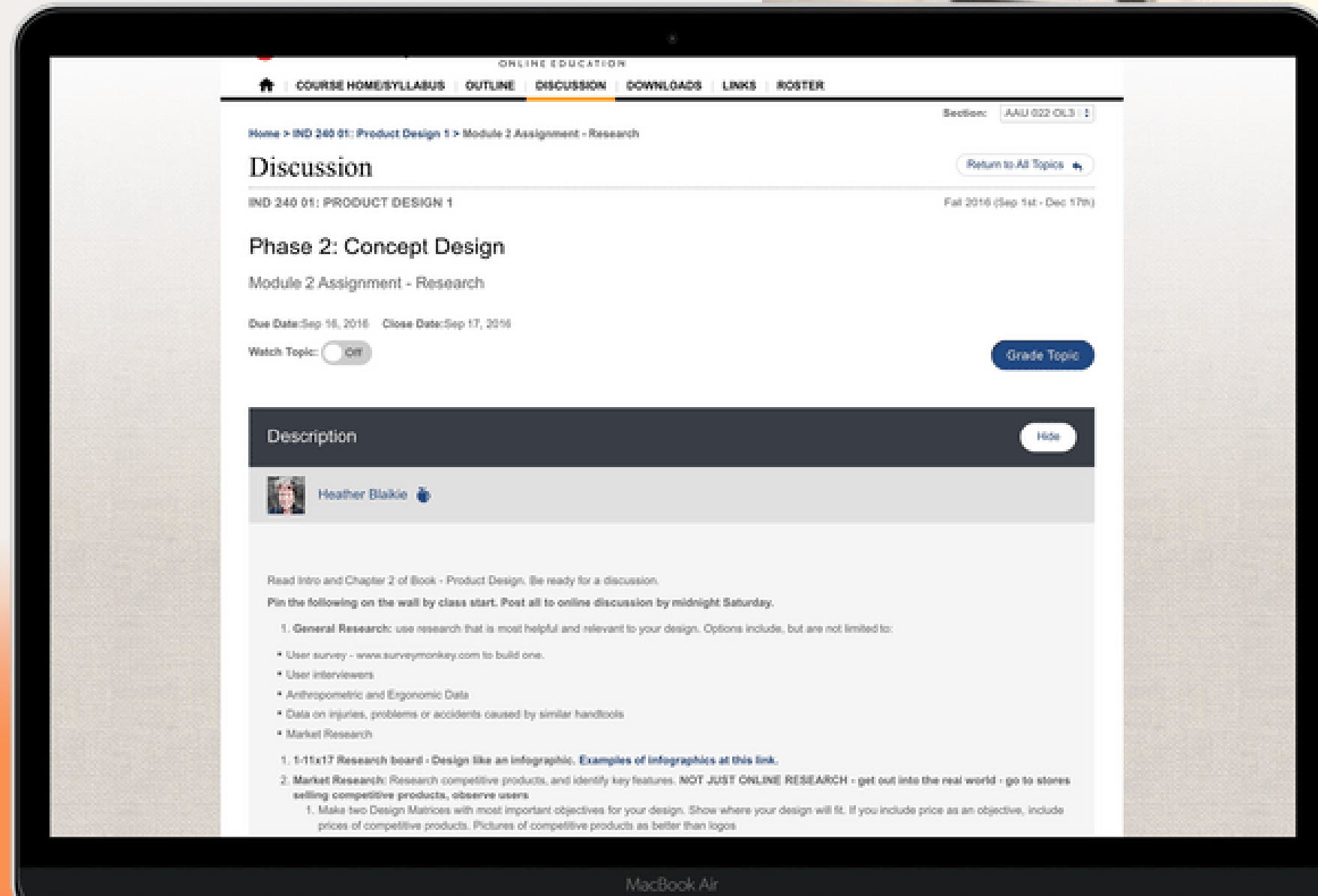
Designing & Developing Learning Programs

- Recruited by Maker Faire learning committee to create **in-person training** workshop.

- Sold out attendance, received 5-star reviews from attendees.

- Collaborated with Subject Matter Expert to build curriculum.

- Learning materials provided to SoulMind Studio customers for e-learning.

Preparing Files for Laser Manufacturing in Adobe Illustrator

With Heather Blaikie and Sarah Orlik

Building Basic Shapes

- Pen tool
- Blob brush
- Shapes Tool
- Pathfinder

Setting Up for Laser Production

- Laser Cutting vs. Engraving
- Line Weight and Color (varies per laser interface)

SoulMind uses .001pt Black stroke for cutting. Double lines will result in double cuts

- Grouping

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HEATHER BLAIKIE | INSTRUCTIONAL DESIGNER

Designing & Developing Learning Programs

- Defined new PD Process, designed training program, implemented through **in-person and remote training** sessions for overseas teams.

- Increased team productivity by +30% and engagement by +40% of cross-disciplinary Product Development Teams through process definition and training.

Online Learning Experiences

Building Online Modules

- Piloted curriculum for new course: *Introduction to 3D Printing and Modeling.*
- Employed Adobe Captivate and proprietary LMS system to build online modules including Learning Outcomes, Course Outline, Assignments, and Learning Materials.
- **Exceptional Results:**
  - Course added as required course for two degree programs.
  - Top in-demand elective course, increasing department enrollment by 40%.
  - Evaluated 5 out of 5 by students (department average 4.64).

MacBook Air
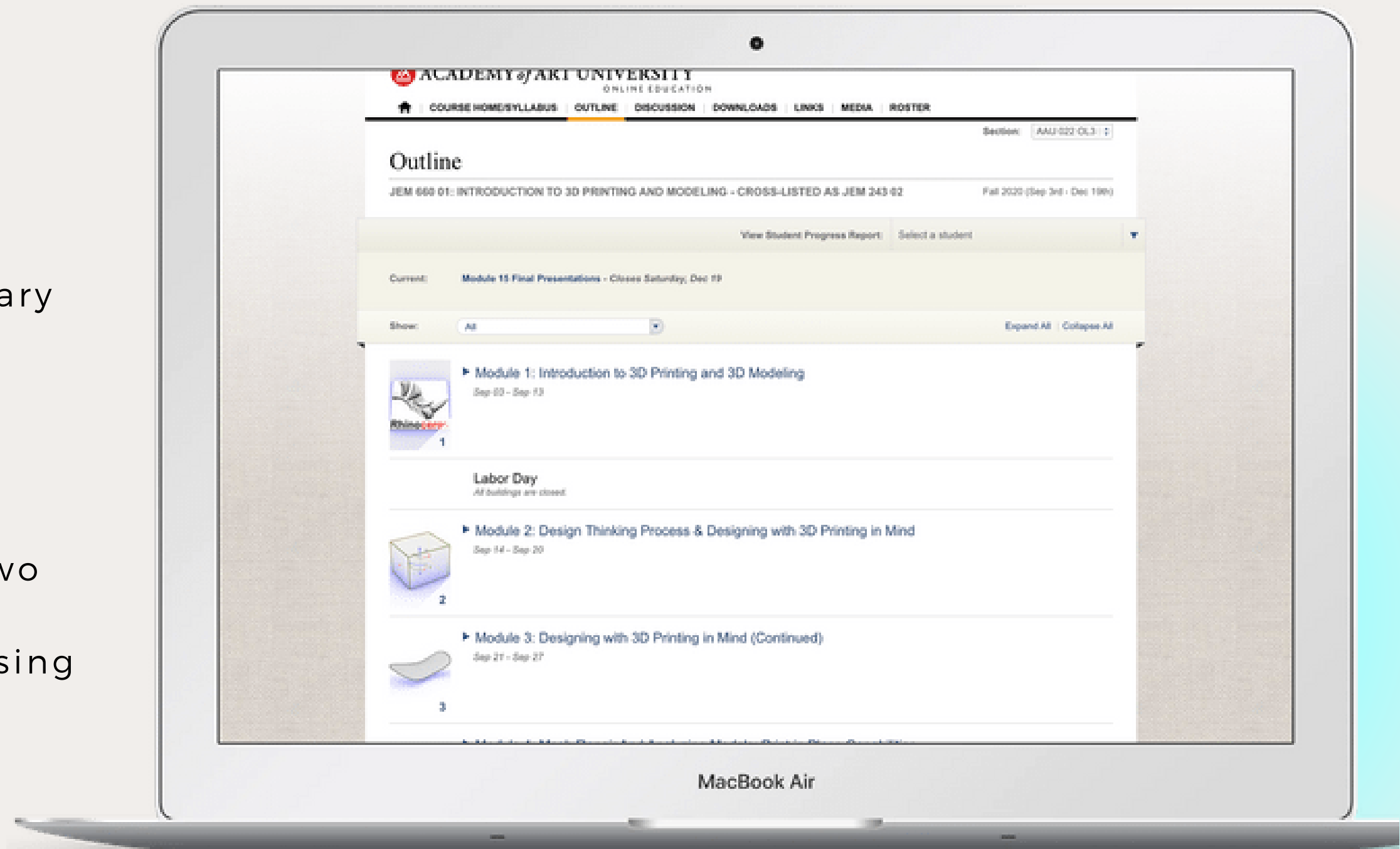
Online Learning Experiences

LMS Platforms

Utilized LMS platform for blended learning experiences,
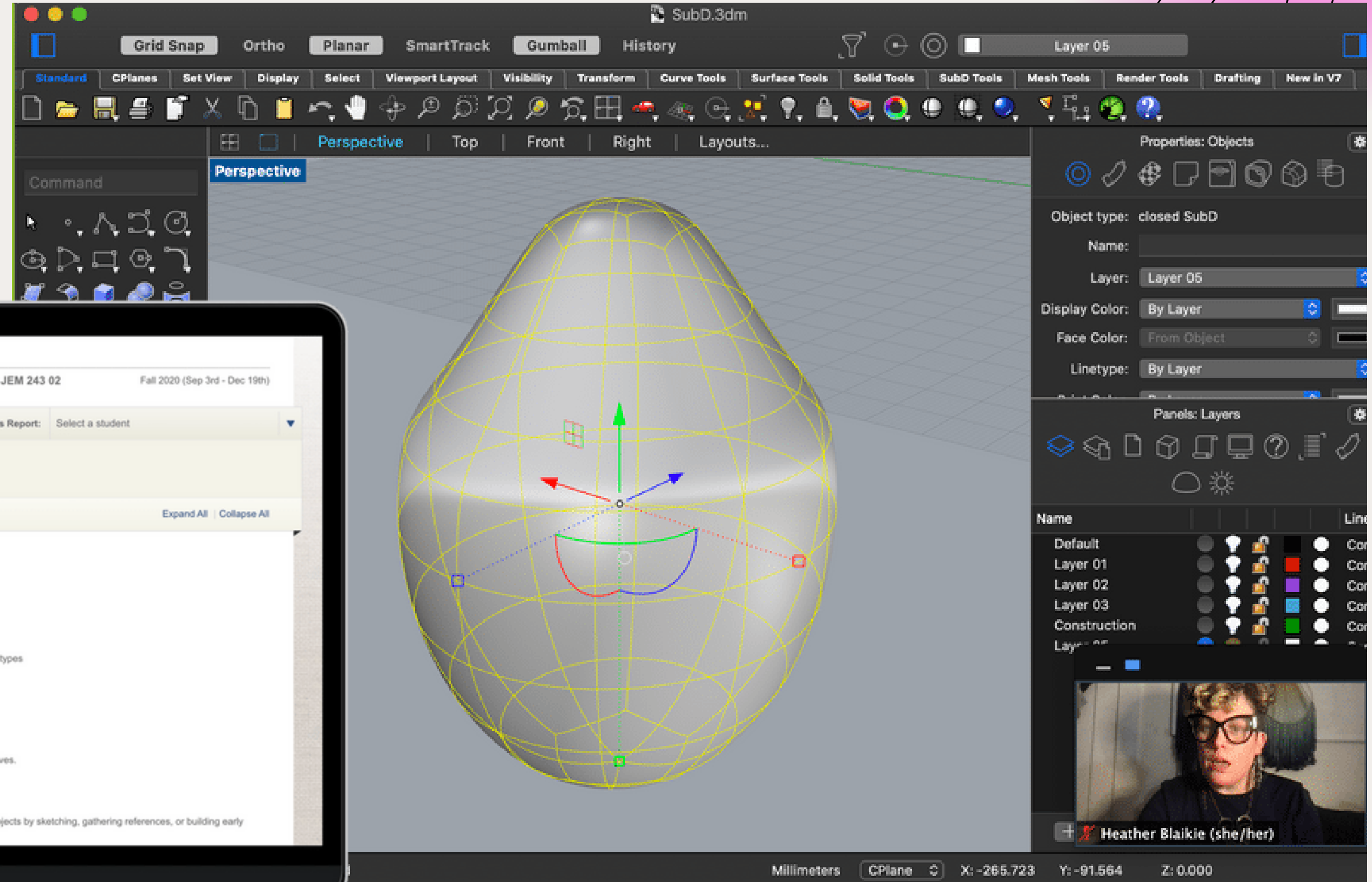
Online Learning Experiences

Online Delivery

- Collaborated to launch series of webinars and instructional blog posts in place of annual industry tradeshow/workshop.
- Engaged network of 100+ independent retailers with training to support their return to business after pandemic shutdowns.

Adobe Creative Suite

Adobe Creative Suite

INSTRUCTIONS

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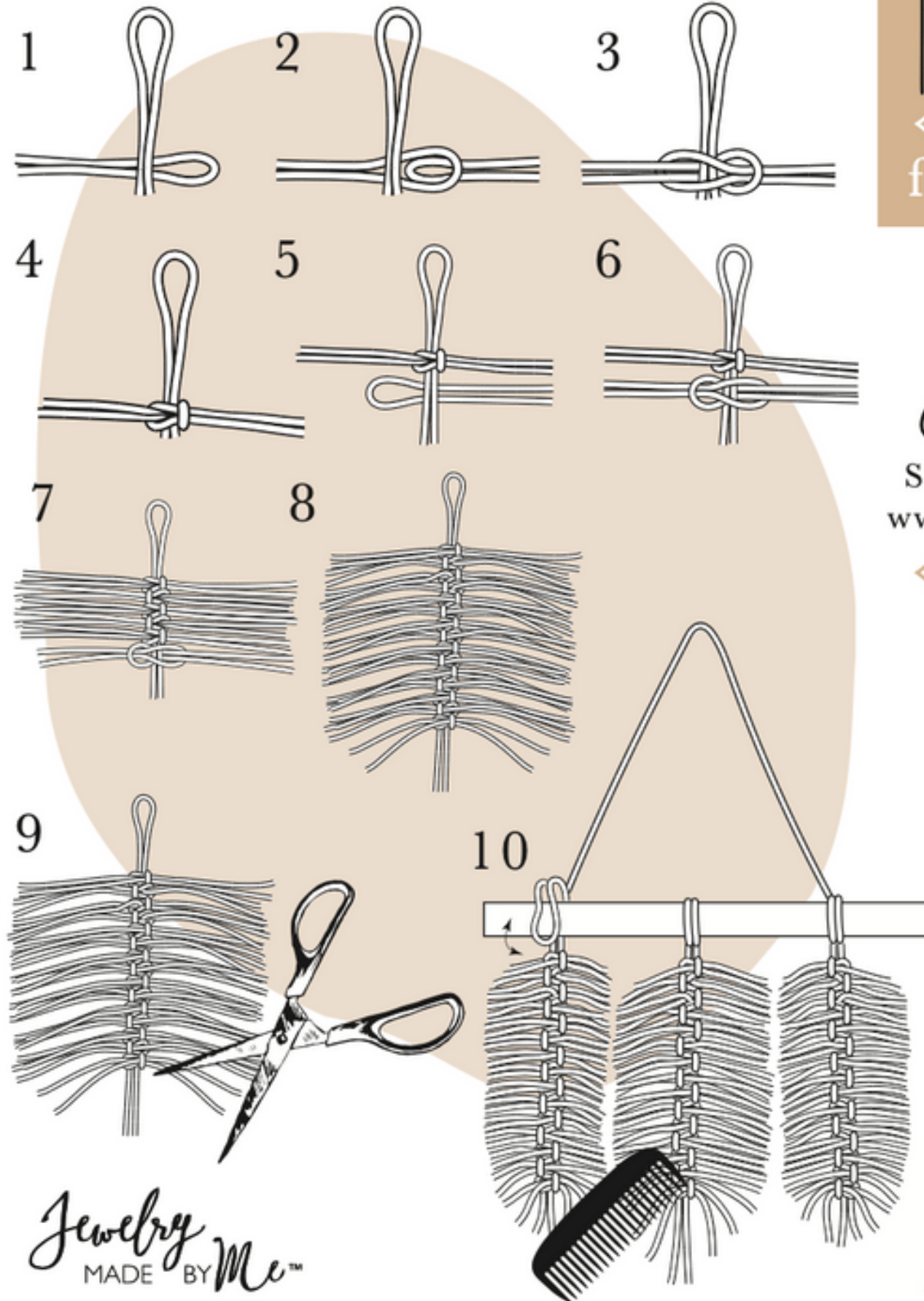
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Adobe Creative Suite

ELIOT E WADE

WE BROKE ALL THE RULES

Eliot Wade is rewriting the rules of original, modern product design. Our design inspiration is driven by the love of the automobile, passion for speed, admiration of modern art and pursuit of adventure. We chase an adrenaline rush that you can only get from pushing yourself every day in everything you do. Life is what you make it. Be heard.

— Eliot Wade

2D RENDERING & TECHNICAL DRAWING

3D MODEL & RENDERING

Classic Case 1   Version 2   Scale: 100%   Date: 3/24   *Heather Blaikie*

ELIOT E WADE

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Adobe Creative Suite

Pop Quiz!

SUBJECT: RESULTS & ACHIEVEMENTS

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Question 01

Where did Heather define and implement a design process that resulted in a 40% increase in employee engagement and 30% improvement in productivity?

Answer 01

Question 02

For what internationally recognized maker event was Heather asked to create a workshop?
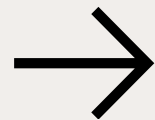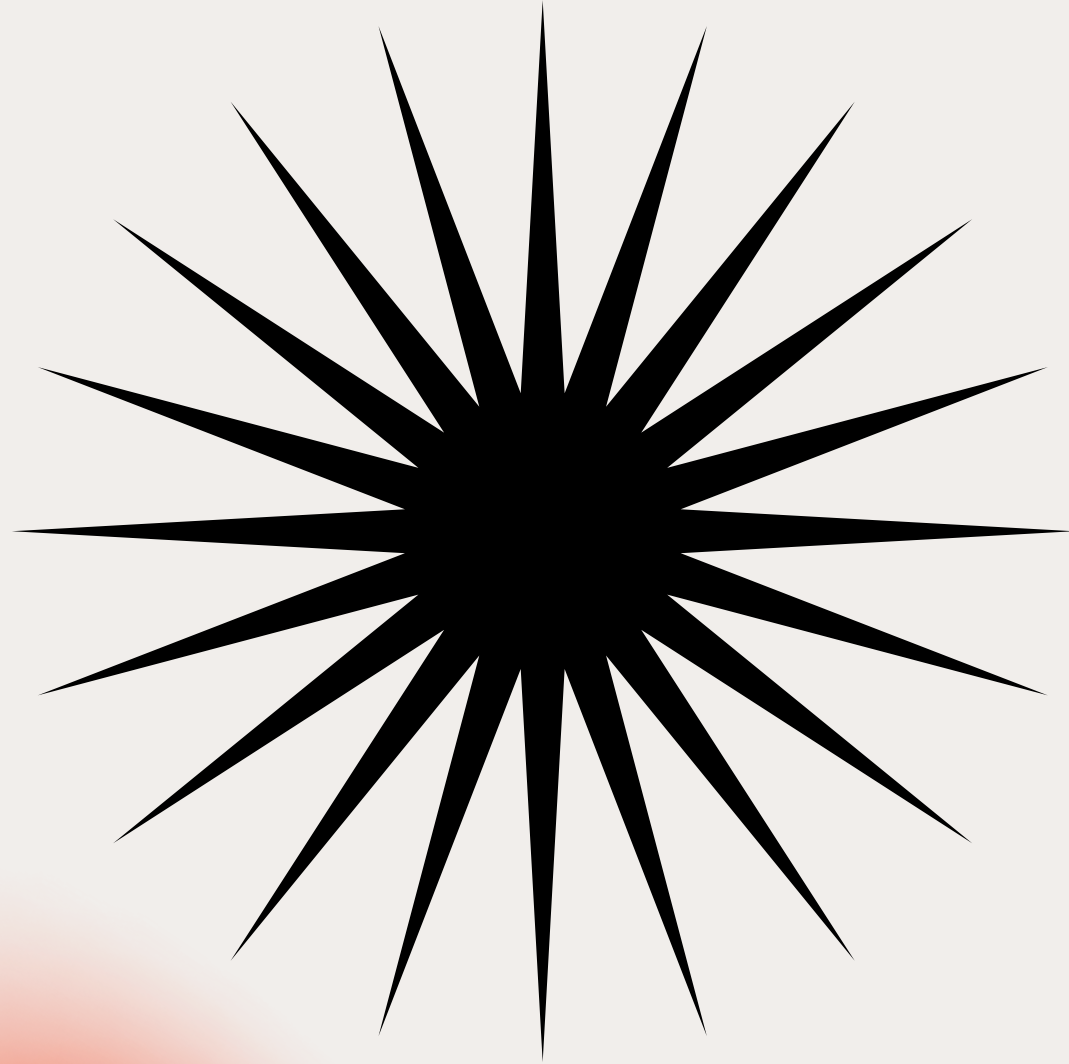
Answer 02

Question 03

Which course did Heather build and develop that has been the top in-demand elective course, increasing department enrollment by 40%?

Answer 03

shaping, building, evolving learning

blending learning experiences

improving performance & development

Thank you!

Check out more of my work at

heatherblaikie.com

Please contact me with any questions at

design@heatherblaikie.com

415-957-2262