

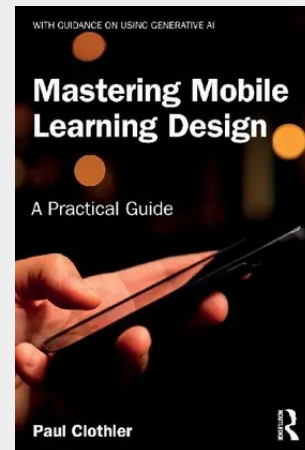
Clothier

Mastering Mobile Learning Design

A Practical Guide

Mastering Mobile Learning Design offers practical guidance for creating mobile learning that's clear, engaging, and designed for the way people actually learn. Written for instructional designers, learning professionals, and educators, it goes beyond theory to show how to create concise, effective experiences that achieve real results on mobile devices. Learn how to design mobile learning for real-world settings, using video, graphics, interactions, and storytelling to create engaging moments that capture attention and enhance understanding. The book covers how to integrate learning and performance support into everyday work, use social interaction and gamification to boost engagement, and develop mobile content that is scalable and sustainable. It also shows how generative AI can enhance the design process, with example prompts that help you research, write, and personalize content while keeping creative control. The final chapters look ahead to trends in AI-driven design, personalization, and intelligent learning tools. Paul Clothier spent over a decade at Apple. He has extensive experience in mobile learning design and, in this book, presents practical methods and insights for creating mobile learning that achieves real learning outcomes.

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