

## Margaret Adolphus - e-learning consultant

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<http://www.adolphus.me.uk>

For samples of work please see: <http://www.adolphus.me.uk/portfolio1.htm>

### **Profile**

I have 15 years' experience of working on learning materials at all levels from KS4 through to postgraduate and adult learning, with key instructional design input.

- Design of online courses
- Working with authors and content providers to produce material
- Writing and editing course material
- Project management
- Storyboarding and scripting interactive content
- Teaching and training
- MSc in IT and Learning; certificate in online education and training
- Evaluation and needs analysis

### **Professional experience—freelance**

July 2004 – present

**Freelance learning designer and web content developer**

Clients include:

- **Emerald Group Publishing** (since February 2004) - developing content for [Emerald Management Xtra](#) website which provides resources for management educators, in particular writing practical 'how to' guides on research and publishing
- **Pearson Education** (December 2004-August 2005) - project managed [digital component](#) of major educational project: specifications, schedule, storyboarding, XML manifest, resource allocation, copy writing

### **Professional experience—distance learning and e-learning**

September 2001-July 2004

**Distance Learning Manager, Department of Computing, Goldsmiths College**

Managing project to create interactive CDs/websites for Diploma in and first year of a BSc in Computing and Information Systems for the University of London External Programme.

- Developing initial product specification, which included analysing student needs in order to come up with product features and instructional strategy, as well as specification for user interface design and navigation
- Instructional design - setting pedagogical parameters, briefing authors to create interactive content, storyboarding, ensuring quality standards
- Project management - schedule, budget, resource planning incl. technical expertise
- Editing content and writing 'surround' material
- Web authoring using Dreamweaver, JavaScript, Fireworks and Flash
- Carrying out four major evaluations with students, using questionnaires and observation 'I wish I had had these materials when I was a [distance learning] student'

May 2000-September 2001

**Open and Distance Learning Coordinator, Luton Business School**

Responsible for distance learning in LBS.

- Developed distance learning strategy for School
- Project managed and edited ongoing MBA; developed specification for new MBAs with virtual component
- Evaluated use of VLEs
- Trained staff in distance learning

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## **Professional experience—teaching**

September 1997 – April 2000

### **Senior Lecturer in Publishing, West Herts College**

Lecturing to degree and postgraduate diploma students in publishing. Course organiser for PG diploma in publishing, also created spec and wrote for distance learning version of course.

## **Professional experience—publishing**

October 1991 – July 1997

### **Product Development Manager, Pergamon Open Learning, Elsevier Science and Butterworth Heinemann**

1990 – 1991

### **Managing Editor, The Open College**

Commissioning, instructional design, editing, project managing distance learning

1974-1990

Various editorial positions in publishing including (1983-1988) Head of Publishing for Age Concern; Senior Editor, Thorsons Publishing (1988-1989), and positions in Longmans, Cassells and Hamlyn.

## **Education**

April – July 2004

### **certificate in online education and training, Institute of Education, University of London**

Studied issues in designing and developing online learning/teaching, using computer-mediated conferencing via First Class; credit awarded towards one masters' module.

1996 - 2001 University of Lancaster, Dept of Educational Research

### **MSc in Information Technology and Learning**

A professional qualification in e-learning, supporting acquisition of skills needed to design, produce, use and evaluation high-quality IT-based e-learning resources. Included modules on evaluation, instructional design, social and cultural issues of learning, authoring systems, project management; special project evaluating use of networked learning.

1972 - 1974 University of Oxford

### **MLitt Thesis on French Renaissance Literature**

1968 - 1972 University of St Andrews

### **MA in French Language and Literature, Upper Second**

## **Writing for distance learning materials and the web**

Contributing author to a book and CD on Study Skills in English, for the CIS external degree (2003), see [http://www.adolphus.me.uk/Study\\_Skills/chapter2/index.htm](http://www.adolphus.me.uk/Study_Skills/chapter2/index.htm).

Material for EMX website: see <http://www.emeraldinsight.com/emx>, <http://www.adolphus.me.uk/portfolio2.htm>

## **Research**

July 2001 - Masters thesis for MSc in Information Technology and Learning for the University of Lancaster entitled: 'Collaborative Computer Mediated Communication as a Means of Fostering Teaching and Learning: A Case Study of a Module in the Linguistics Department at the University of Luton.'

I have presented conference papers to the Association of Learning Technologists Conference and to the University of Luton Teaching and Learning Conference (see attached for list).

**References** On request