



**TALENT**  
**@GW**

## Best Practices for Creating Learning Content

This document provides guidance on best practices when developing custom content for Talent@GW. These guidelines will help you develop engaging and effective elearning content. Please contact [tag\\_learning@gwu.edu](mailto:tag_learning@gwu.edu) with any questions.

### Guidelines for Custom Content:

1. **Keep content focused.** Establish training objectives and only add information that supports those objectives.
2. **Use concise text** when displaying information on screen. Use audio to concisely relay or explain detailed information.
3. **Voice-over audio should be used to enhance bullet points, concise sentences, or visual data.** Do not use audio to read text exactly as it appears on screen.
4. **Include closed captions** to comply with accessibility standards if using voice-over audio. For more information on accessibility requirements, click [here](#).
5. **Keep your training to a maximum of 20 minutes.** If there is a lot of training content, break the training up into smaller modules. Three eLearning sessions of 15-20 minutes are more engaging and easier for users to complete than one session lasting an hour.
6. **Adhere to GW's brand standards.** You can find GW-branded PowerPoint templates [here](#) and GW's color palette [here](#).
7. **Use high-resolution images** in your design. Images – with the exception of purely decorative images – should have alternative text applied as per accessibility requirements referenced above.
8. **Make the slide size widescreen** (16:9). (You can download GW branded PowerPoint templates from the link above; these are already in widescreen format.)
9. **If information is complex, break it down into smaller pieces.** Do not include complicated graphics or charts. Instead create a handout or PDF guide with additional information that might require more time to review.