

**Warwick Bailey**, Director

*Icodeon Ltd*

*Cambridge, UK*



# Icodeon

# Icodeon: ASPECT Technology Partner



ASPECT  
Technology  
Provider

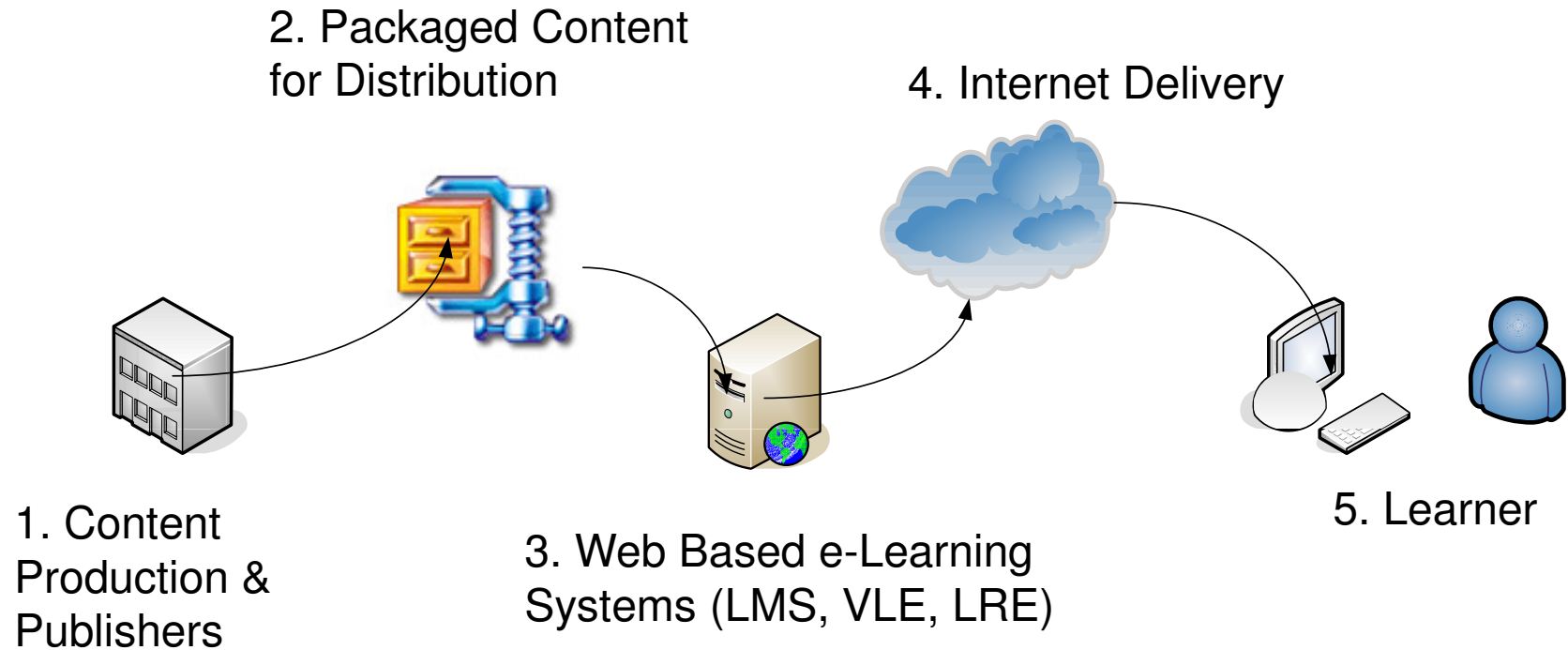


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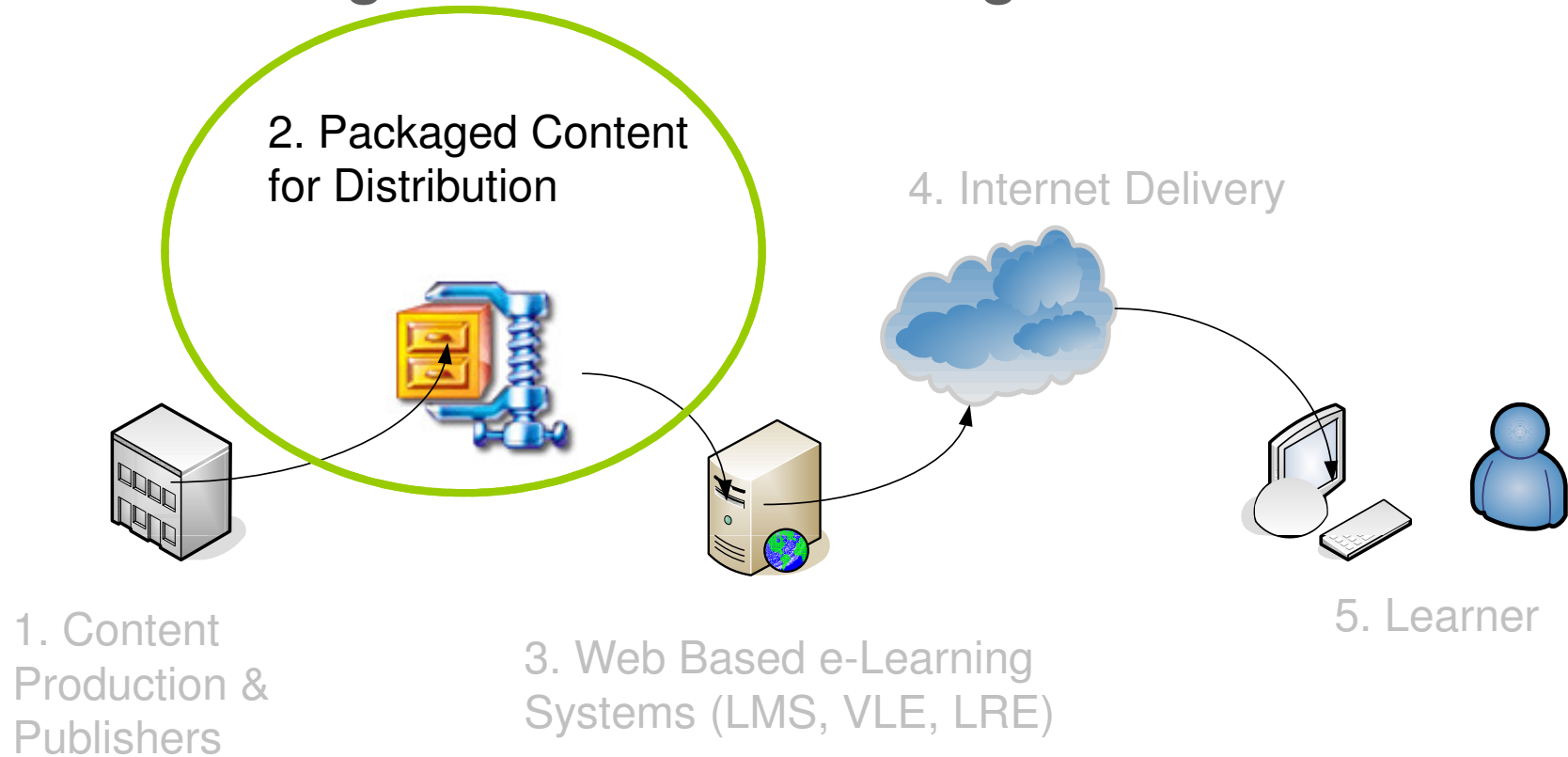
*Cambridge, UK*

# E-Learning Content Production & Distribution

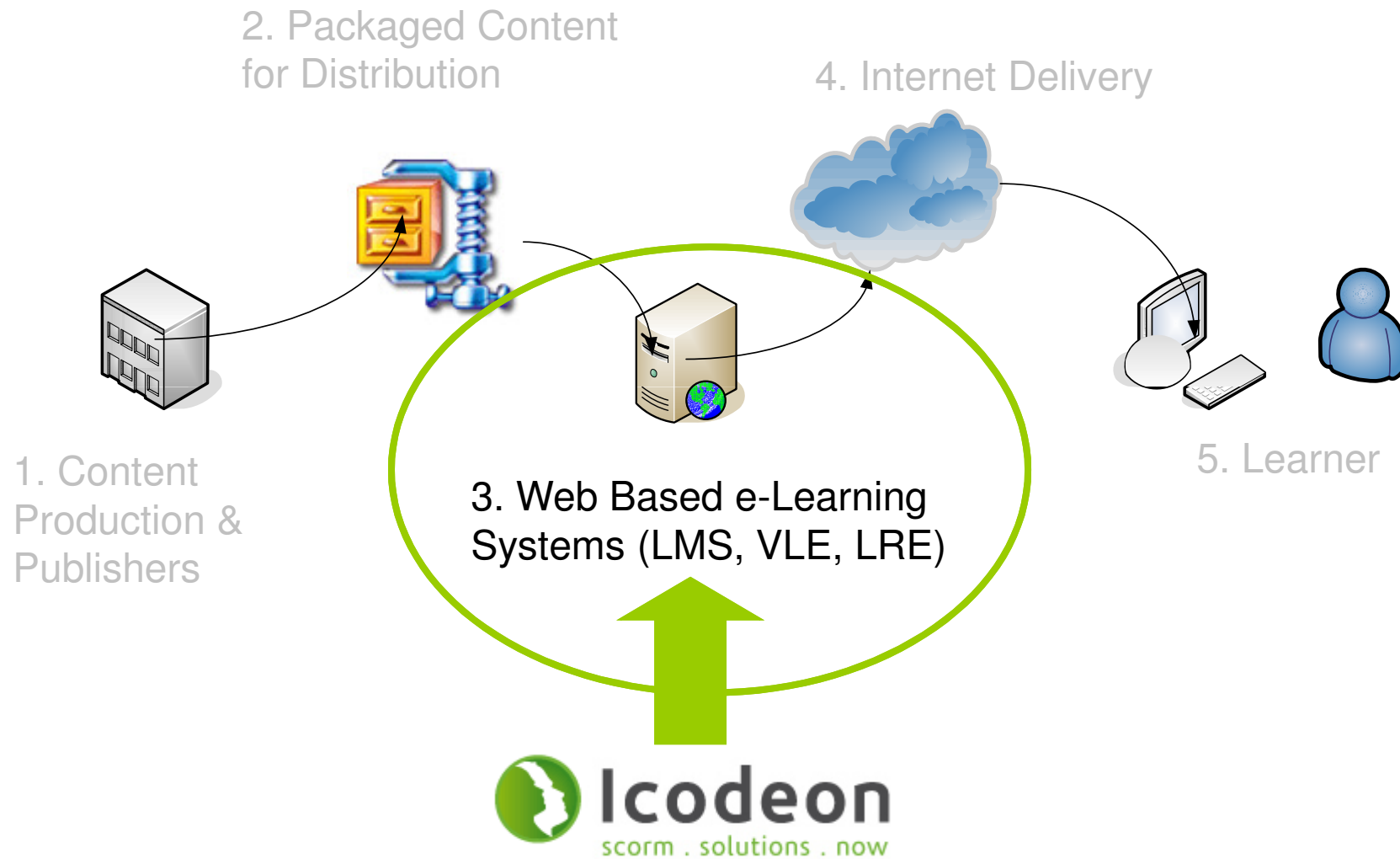


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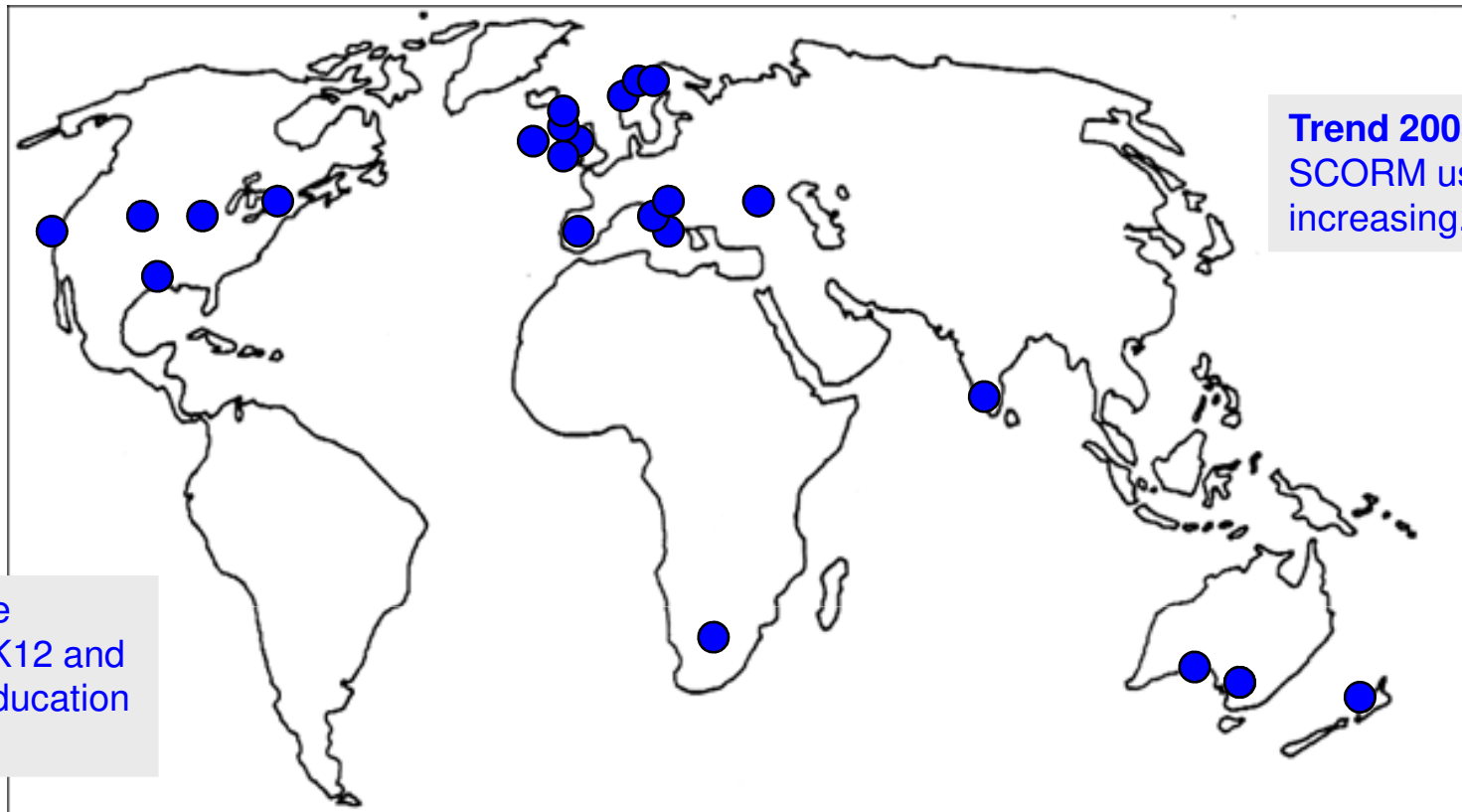
# E-Learning Standards for Packaged Content



# E-Learning Standards for Packaged Content



# Icodeon Customers



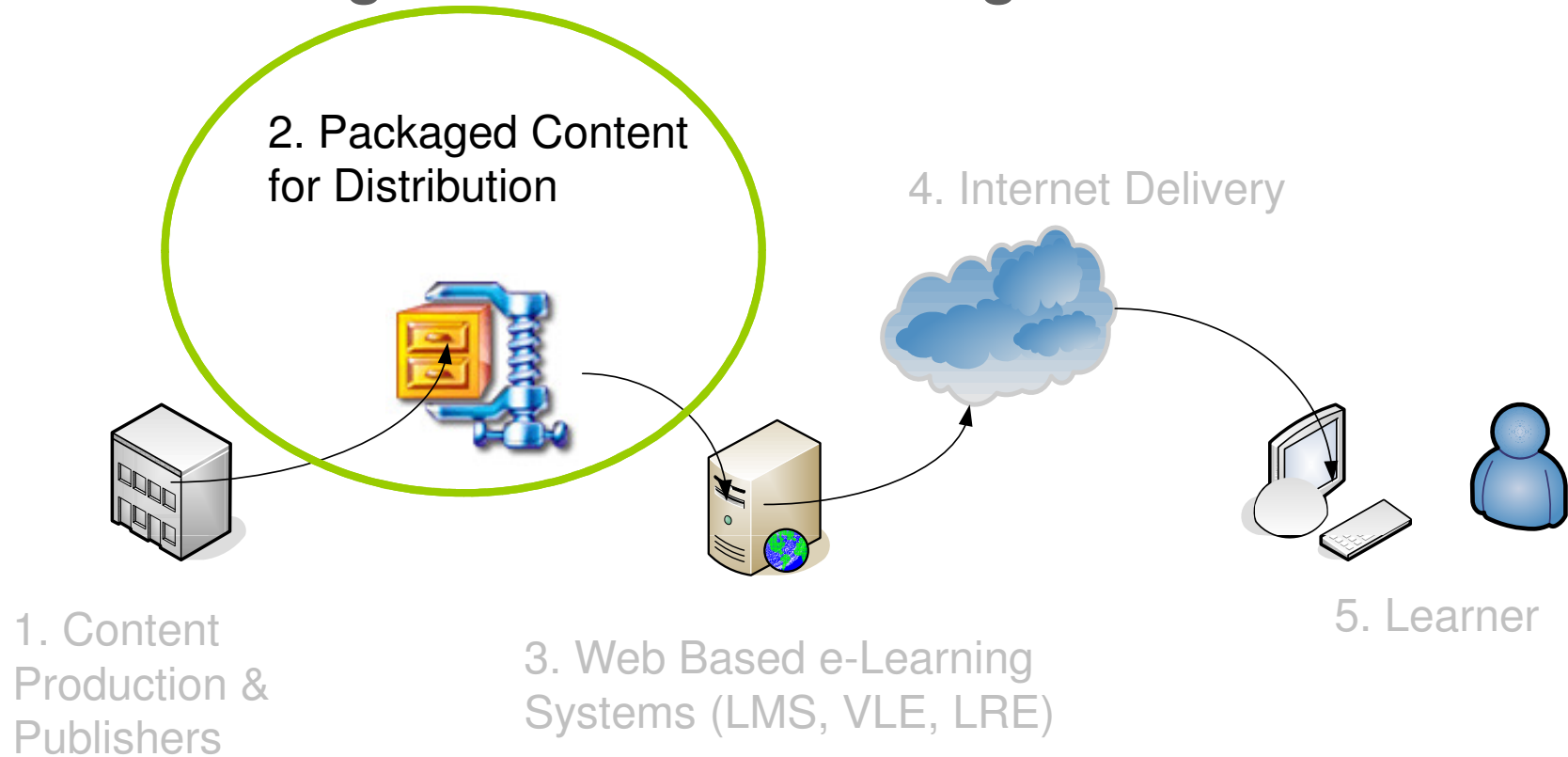
**Trend 2008-2009:**  
SCORM use is increasing.

Corporate training, K12 and Higher Education sectors

it's Learning



# E-Learning Standards for Packaged Content



# E-Learning Standards for Packaged Content

## 1. ADL SCORM (2000)

- Feature Set
- Technical Limits
- Pedagogical Limits
- Effective SCORM

## 2. IMS Common Cartridge (2009)

- Feature Set
- Technical Features
- Pedagogical Possibilities
- Potential Use

Packaged Content  
for Distribution





# SCORM Feature Set

## 1. ADL SCORM

- Feature Set
- Technical Limits
- Pedagogical Limits
- Effective SCORM

Feature	SCORM
User Tracking	Yes
Questions	Yes
Sequencing	Yes

## 2. IMS Common Cartridge

- Feature Set
- Technical Features
- Pedagogical Possibilities
- Potential Use

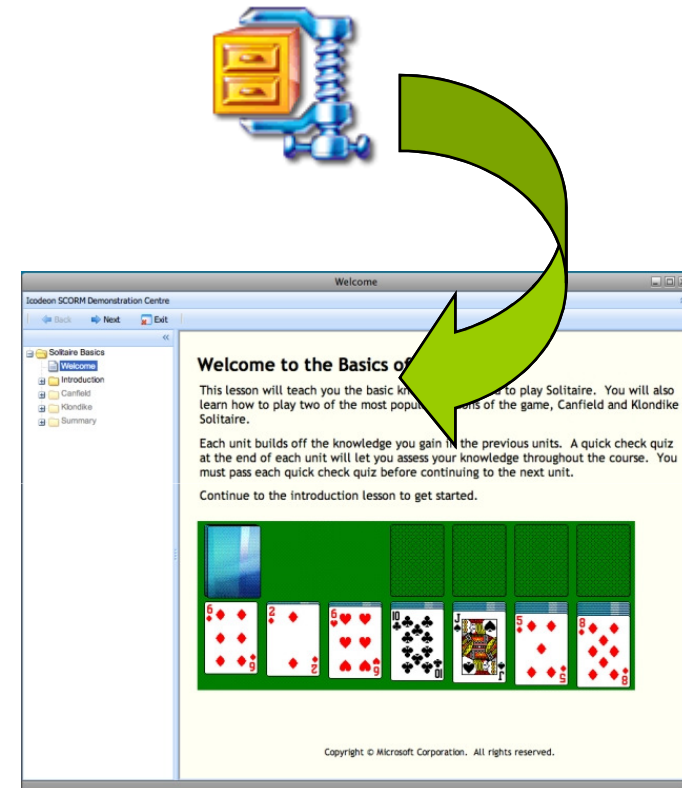
# SCORM Technical Limits

## 1. ADL SCORM

- Feature Set
- Technical Limits
- Pedagogical Limits
- Effective SCORM

The SCORM run time environment **replaces** typical browser features:

- bookmark → SCORM suspend
- hyperlink → SCORM choice request
- back button → SCORM previous request



**Icodeon SCORM Run  
Time Environment**

# SCORM Pedagogical Limits

## 1. ADL SCORM

- Feature Set
- Technical Limits
- Pedagogical Limits
- Effective SCORM

The SCORM features are built for learning that is:

- individual
- self paced



Feature	SCORM
User Tracking	Yes
Questions	Yes
Sequencing	Yes

# Effective SCORM

## 1. ADL SCORM

- Feature Set
- Technical Limits
- Pedagogical Limits
- Effective SCORM

SCORM has been most effective for Icodeon customers who:

- support individual training & adult professional development
- are in the corporate (not K-12) sector
- control content production and content delivery



# IMS Common Cartridge Feature Set

## 1. ADL SCORM

- Feature Set
- Technical Limits
- Pedagogical Limits
- Effective SCORM

## 2. IMS Common Cartridge

- Feature Set
- Technical Features
- Pedagogical Possibilities
- Potential Use

Feature	SCORM	Common Cartridge
Tracking User	Yes	No
Questions	Yes	Yes
Sequencing	Yes	No
Discussions	No	Yes
Tools	No	Yes
Roles	No	Yes
Lesson Plans & Curricula	No	Yes
Digital Rights Management	No	Yes
Profiles	No	Yes

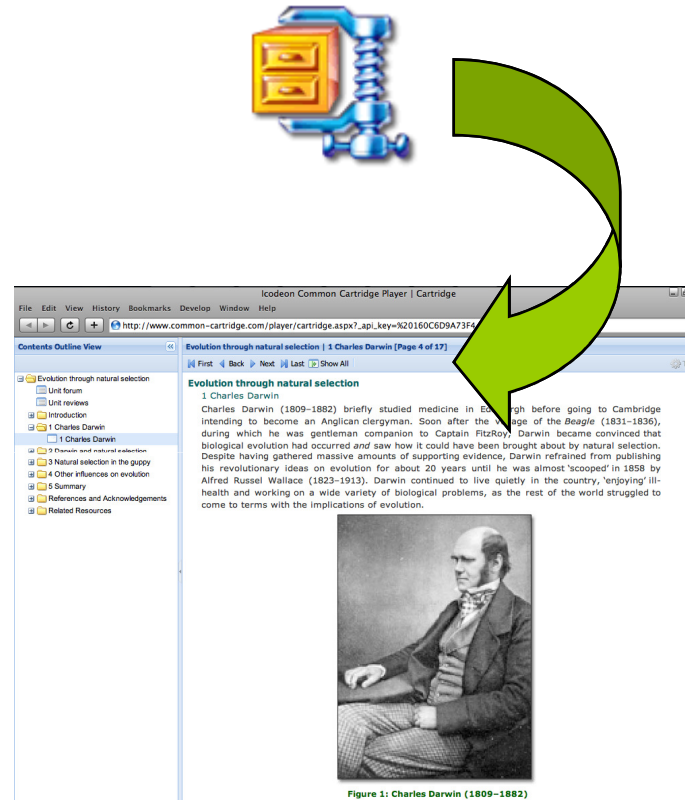
# IMS Common Cartridge Technical Features

## 2. IMS Common Cartridge

- Feature Set
- Technical Features
- Pedagogical Possibilities
- Potential Use

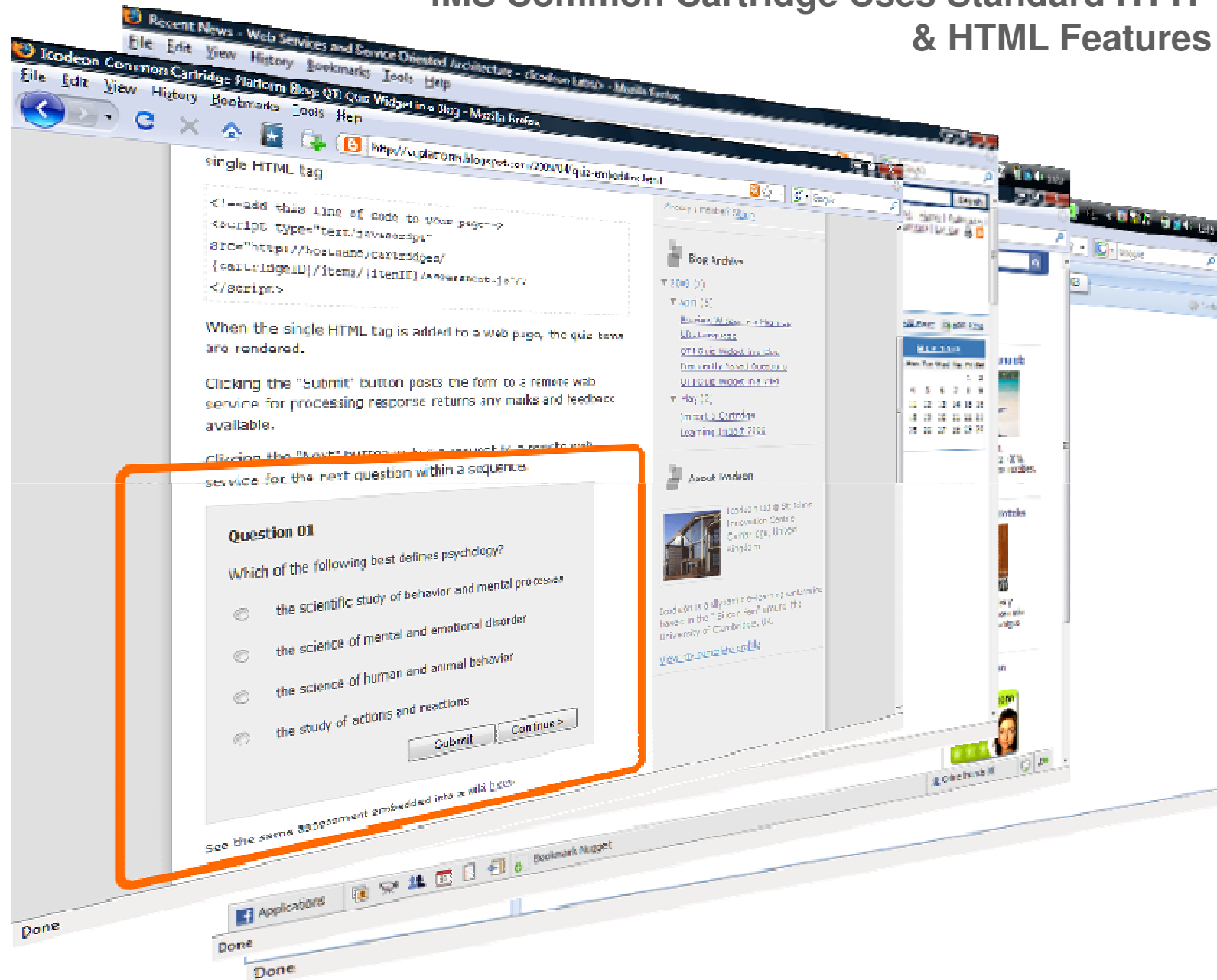
IMS Common Cartridge assumes typical browser features:

- bookmark
- hyperlink
- back button



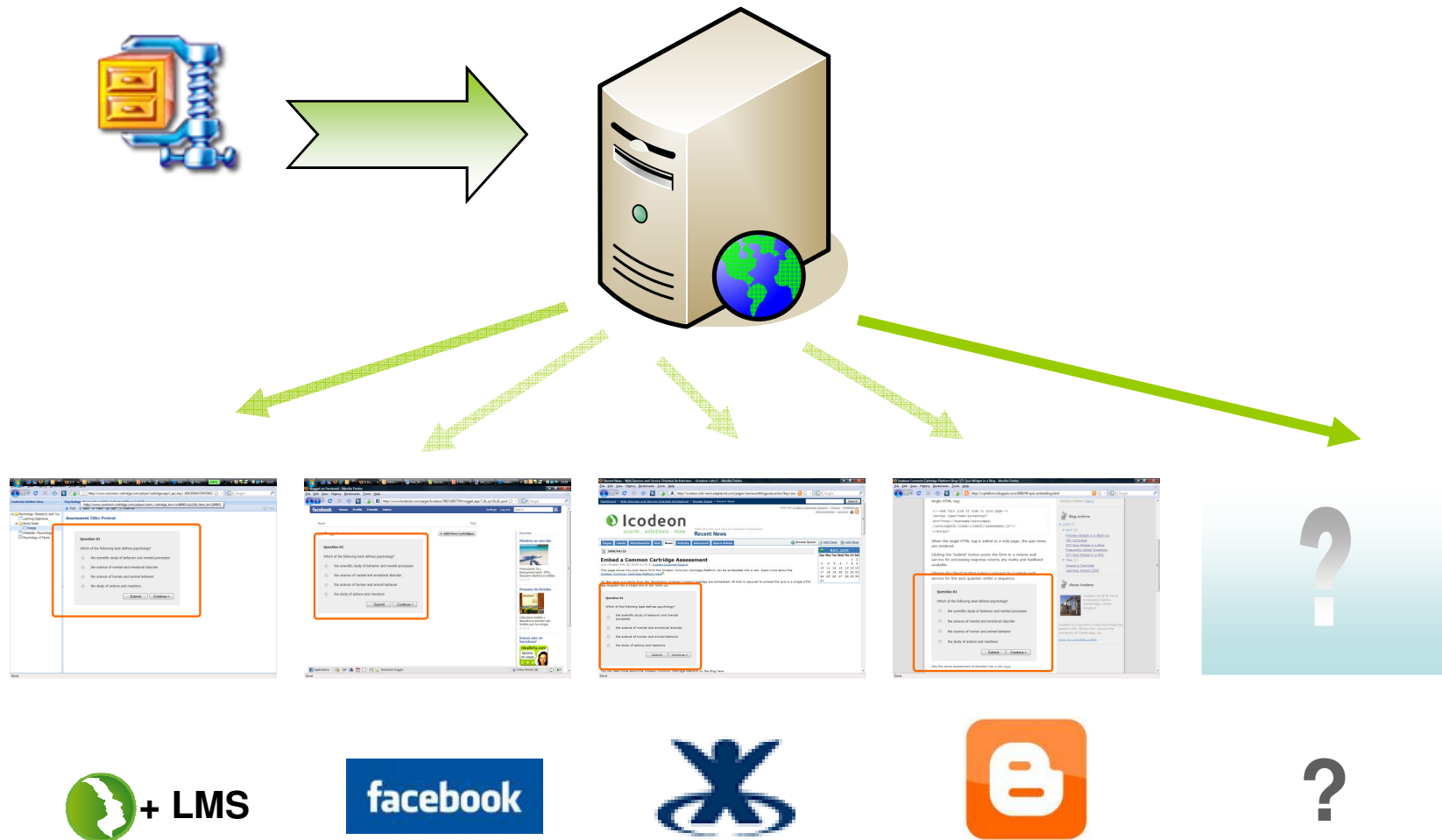
Icodeon Common  
Cartridge Player

## IMS Common Cartridge Uses Standard HTTP & HTML Features





# Icodeon Common Cartridge Web Services Platform



Apps, Blogs, Wikis, Widgets, Feeds. Mash-Ups...



# IMS Common Cartridge Pedagogical Possibilities

## 2. IMS Common Cartridge

- Feature Set
- Technical Features
- Pedagogical Possibilities
- Potential Use

The Common Cartridges features are built for learning that is:

- teacher led
- group based

Feature	SCORM	Common Cartridge
Tracking User	Yes	No
Questions	Yes	Yes
Sequencing	Yes	No
Discussions	No	Yes
Tools	No	Yes
Roles	No	Yes
Lesson Plans & Curricula	No	Yes
Digital Rights Management	No	Yes
Profiles	No	Yes

# IMS Common Cartridge Potential Use

## 2. IMS Common Cartridge

- Feature Set
- Technical Features
- Pedagogical Possibilities
- Potential Use

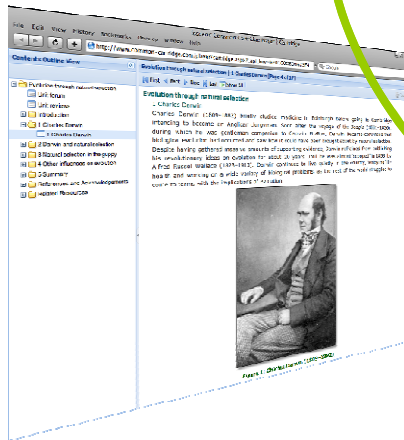
### Common Cartridge Example Content

Lesson Plan (Teacher only)

Parents Guide (Teacher, Parent Only)

Curriculum Meta Data (System)

1. Introduction Page
2. Link to publisher web page
3. Link to publisher web page
4. Link to web based tool (e.g. Math Lab / Science Lab)
5. Group discussion
6. Question bank
7. Link to publisher web page
8. Protected Resources (e.g. eBook chapters)



# What problems are the specifications trying to solve?

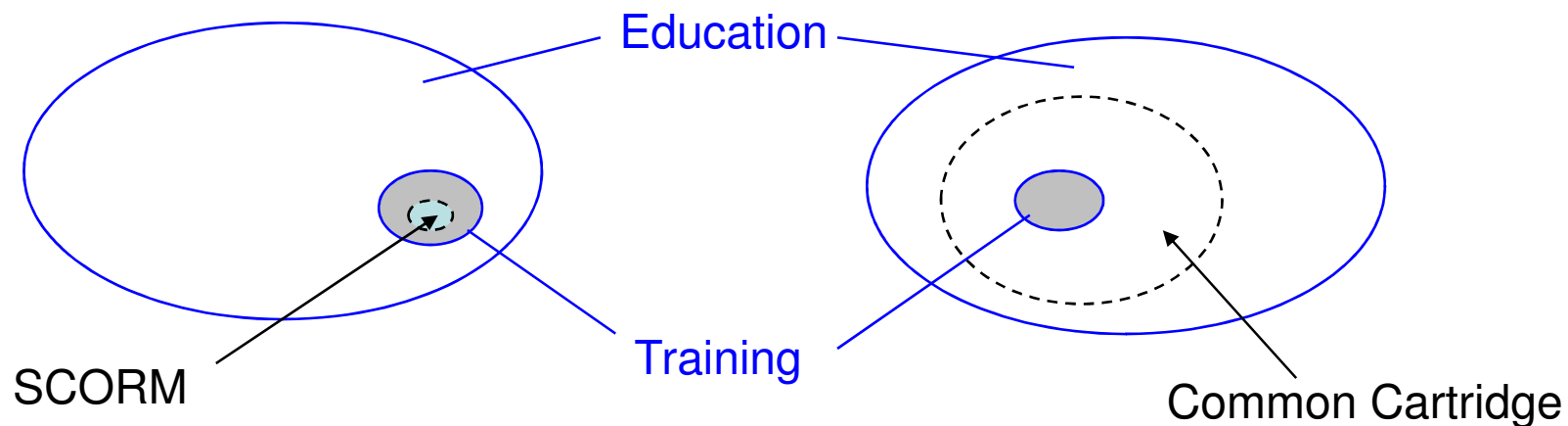
## ADL SCORM – *since 2000*

“...SCORM is essentially about a **single-learner**, **self-paced** and **self-directed**...”

It has a limited pedagogical model focussed on the area of **training** for specific systems and situations by people who are not generally in full time education

## IMS Common Cartridge - *since 2009*

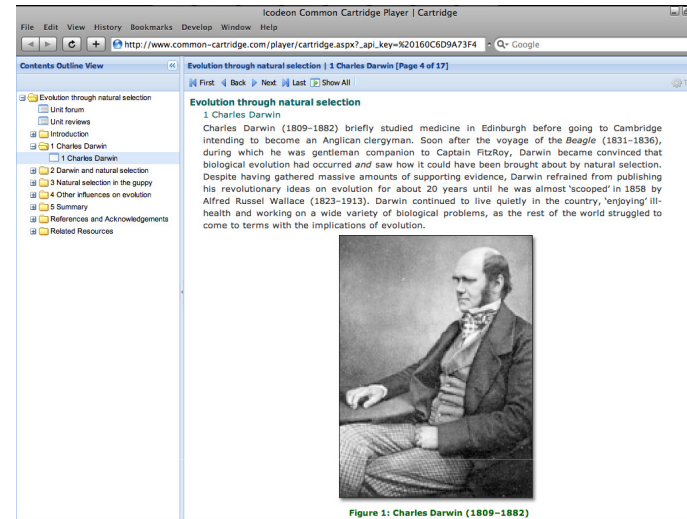
“...the focus of Common Cartridge is **interactive collaborative learning situations**, typically with a teacher, professor, or instructor involved in guiding a **group** - a situation often referred to as hybrid or **blended learning**...”



## Icodeon SCORM Player



## Icodeon Common Cartridge Player



The Player applications enable vendors of e-learning systems to rapidly add the full feature set of e-learning standards.

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<http://ccplatform.blogspot.com>

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