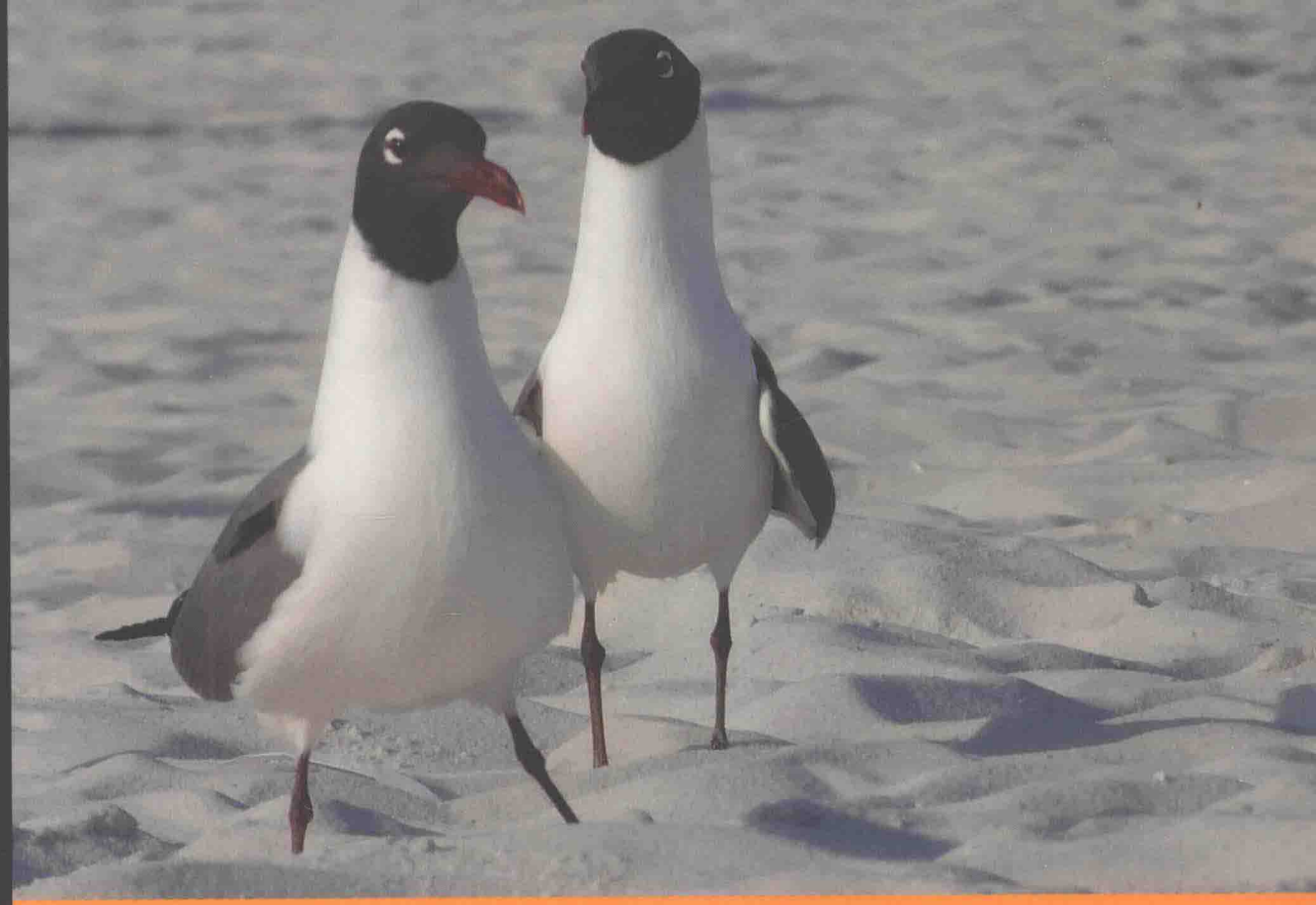

Community Experience Distilled

Mastering Adobe Captivate 7

Create interactive SCORM-compliant demonstrations, simulations, and quizzes with Captivate 7

Foreword by Richard John Jenkins, eLearning Solutions Consultant at Adobe Systems

Damien Bruyndonckx

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PACKT PUBLISHING

BIRMINGHAM - MUMBAI

Mastering Adobe Captivate 7

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Foreword

People have a thirst, an unrelenting thirst for knowledge, learning, and understanding; from the mundane how-tos of life, like changing the washer of a leaking faucet, to learning about the possibility of life on habitable exoplanets millions of light-years away. Computers, e-books, tablets, and smartphones with their access to the Internet have all changed the way we learn in incredible, simply amazing ways; here's a personal example of what I'm talking about.

I recently moved from sunny Ventura, California, to sub-zero degrees Myersville, Maryland, in the U.S. In Ventura, I rented a house with a fireplace I never used; however, in freezing cold Maryland, where I purchased my first home, the fireplace has become a huge deal to keep my family and me warm during extremely cold days and nights.

Renters know when something goes wrong with your rental, it's usually a matter of picking up the phone, calling your property manager who sends out a plumber, electrician, and so on to take care of the problem. This is not so when you're the home owner! As a home owner (if you're lucky enough to be handy), you start wearing dozens of tradesperson hats to fix stuff and perform maintenance on your home. And if you're anything like me, the do-it-yourself (DIY) type on a budget, you rush out and buy a bunch of DIY home repair books with a chapter titled, for example, *How to Unstop a Toilet in Three Easy Steps*, in order to save money.

However, what if your many DIY books don't cover some home maintenance you need insight on? Case in point, fireplaces and how to determine if I need to sweep out the build-up of explosive creosote (wood tar) after burning up cords of wood in the fireplace? So where did I turn to learn about fireplace maintenance? Did I make my way to another bookstore and hope for the best in finding another DIY guide that might cover fireplace maintenance? You know where I'm going with this. The Internet of course! Where thousands of websites, blogs, and videos abound, including wonderful YouTube how-to videos (many made with Adobe Captivate, which publishes directly to YouTube with a few mouse clicks), which provided me with the answers I was seeking in a matter of seconds; all viewable on my phone while sipping my beloved grande extra hot-whipped mocha at my local Starbucks!

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I *love* books. Don't get me wrong, books are incredible (I purchase dozens and dozens each year). But in our short attention span and "blurry-eyed-glued-to-multiple-devices era," printed books must extend their reach from the printed page (such as e-book readers) to the Internet or suffer obsolescence in the future.

Thankfully, you hold in your hands a book that accomplishes this! A book that successfully bridges the gap of the printed page wonderfully to the exciting world—the futuristic world of eLearning and mLearning on the Internet and back to the printed page for all of your answers about the incredible world of eLearning and mLearning creation with Adobe's award winning Captivate 7!

As an eLearning solutions consultant for Adobe, I've seen countless incredible examples of what Captivate authors and developers have done with Adobe Captivate 7. From people working in our state, local, and federal government agencies, to K12 through higher education institutions, nonprofits, healthcare, finance, the military, and commercial enterprises worldwide, I'm always knocked out by the fantastic Captivate projects they share with me. And hands down, I've heard countless times a resounding, "I wanted a powerful solution to create my eLearning and mLearning projects, but I also needed the solution to be easy-to-use—both of which Captivate delivered to me."

I'm excited as heck to re-read this book cover to cover since Damien has jam-packed it with so many best practices, tips, and tricks, which even I don't know and it's *my job* to know! Don't delay, start your reading today, and jump into the wonderful world of the eLearning and mLearning authoring tool of choice used by your peers the world over.

Sitting by a safe cozy fire,

Richard John Jenkins

eLearning Solutions Consultant

Adobe Systems

About the Author

Damien Bruyndonckx is a trained elementary school teacher and began his career teaching French as a foreign language in two elementary public schools of Louisiana, USA. In 2001, he returned to his home country, Belgium, and began working as an IT trainer. He soon acquired the title of Adobe Certified Instructor on Dreamweaver, Coldfusion, Acrobat, and Captivate, which allowed him to work for various Adobe-authorized training centers in Europe and participate in many web- and eLearning-related projects for countless customers. In 2009, he went back to teaching in a school. He now works at IHECS, a higher education school of communications, based in Brussels, where he teaches Multimedia and serves as the eLearning Coordinator of the school. Thanks to his work at IHECS, Damien became an Adobe Education Leader in November 2011. Damien also owns a company that provides Adobe Training and eLearning consultancy. He authored *Mastering Adobe Captivate 6* and *Adobe Captivate 7 for Mobile learning*, published in August 2012 and August 2013, respectively, by Packt Publishing. He lives in Thuin (Belgium) with his fiancée and his two children. Damien is a big music lover and occasionally works as a sound and light technician in the entertainment industry. You can follow him on Twitter at `@damienbkx` and contact him by visiting his website at `http://www.dbr-training.eu`.

Acknowledgments

With the release of *Mastering Adobe Captivate 7*, a new adventure comes to an end. This one was a very smooth adventure thanks to the awesome team that has worked with me to make this book a reality.

The first people I would like to thank are the readers of *Mastering Adobe Captivate 6*. Thank you for the extraordinary feedback you gave me through your e-mails, tweets, and comments on my blog. I tried to incorporate your great comments and suggestions in this book and I think it makes it much stronger.

A special mention of the reviewers that have worked on this title with me: Anita, Joe, Chris, James, and Jack, I feel blessed that I could work with you on this project. You are among the best **Captivaters** out there. Your comments and suggestions have made this book much stronger than what it was after the first draft.

I also want to thank the Captivate team in India for putting together such an awesome eLearning application. Special thanks to Allen, Pooja, Vish, and Richard, the extraordinary team of Adobe Captivate evangelists I had a chance to meet and/or work with.

Also, special thanks to the Packt Publishing team that has trusted me once again and allowed me to be a published author for the third time! Big thanks to Priyanka, Harsha, Edwin, Kapil, and their respective teams for this smooth project.

Finally, the one thing that makes this book very special to me is the cover picture. It was taken by my sweet Céline three years ago when we were on holiday in Florida. Céline and I got engaged during that trip, just the day before the picture was taken. I'm so glad that the Packt Publishing team has accepted to use it as the cover of this book.

As you can see, there is a lot of hard work, passion, and love that has gone into this title. I hope you will enjoy reading it as much as I enjoyed writing it for you.

About the Reviewers

Joe Ganci is an eLearning consultant with a long track record. Joe's design approaches and innovative use of tools, such as Adobe Captivate, Presenter, and Acrobat, have caused many to rethink how they design and develop their eLearning and to implement new and better methods. Joe's personal and hands-on style of consulting has kept his services constantly in demand, and he is privileged to have been visited by many clients from all over the world.

He is the President of eLearning Joe, LLC, a custom training and learning company located in Ashburn, VA, right outside Washington D.C. Since 1983, he has been involved in every aspect of learning development. Joe holds a degree in Computer Science and is a published author, having written several books and many articles about eLearning. He is widely considered a guru for his expertise in eLearning development and conducts classes and seminars at commercial companies, government facilities, leading universities, and at many industry conferences. He is on a mission to improve the quality of eLearning with practical approaches that work.

His company, eLearning Joe, LLC, covers all aspects of eLearning analysis, design and development, and evaluation. They help organizations get started in implementing cost savings and higher retention in eLearning using the best combination of design approaches and development tools. They are experts in various tools, including Captivate, Storyline, Raptivity, Roleplay, and ZebraZapps, among others.

Anita S. Horsley is passionate about all forms of teaching and education. She has been conducting instructor-led and train-the-trainer courses since 1998. As a firefighter, she was a State- and National-level Instructor III and as a personal trainer, she received national and international train-the-trainer fitness certifications. As the Training and Development Specialist for the Oregon State Fire Marshal, she implemented, since inception in 2009, the eLearning track and designed and developed eLearning courses for adult learners. She has a Master's degree in Education and is an Adobe Certified Expert in Captivate.

She is the founder and President of CALEX Learning Consultants, LLC. CALEX Learning Consultants, LLC, provides technology-based training solutions to business and local, state, and federal agencies. They provide creative eLearning project design, course/curriculum development, and management of education efforts that are focused on customers' direct goals. Additionally, they train customers on how to build eLearning through the use of Adobe Captivate by offering on line instruction and instructor-led training. Moreover, they provide consultation and project planning and deployment. Their key focus is to develop exceptional engaging and interactive adult educational programs that positively affect agency goals and objectives.

She authored *Fast Track to Adobe Captivate 6, Packt Publishing*, a tutorial course with 40 3 to 5 minute videos that teach you the fundamentals of using Adobe Captivate.

She writes a blog, *Crazy About Captivate*, that provides written and video tutorials on Adobe Captivate. She also provides webinars for ASTD and Adobe and presents at conferences. She is a technical reviewer for Packt Publishing and Adobe. She works with the Charleston Animal Society to teach elementary schools kids about the humane treatment of animals. So also volunteers at Charleston Area Therapeutic Riding to work with kids who have various disabilities riding horses.

James Lang has been an educator for over 15 years, initially as a classroom teacher and now working in corporate education. Currently, James works as a training specialist, developing and delivering a wide variety of training programs including instructor-led and synchronous and asynchronous eLearning for a proprietary software program. He has always had a passion for helping others learn and improve their performance. You can learn more about him on his blog or contact him through his website, `jwlang.com`.

I would like to thank those who have come before me and lifted me to where I am today.

Jack Massa is the Principal of Guidance Communications, Inc. (www.guidancecommunications.com), where his mission is to make complex information clear. He has designed, developed, and delivered training and eLearning solutions for organizations such as Unisys, Equifax, The Home Depot, InterCall, Digital Insight/Intuit, and many others.

He has a Master's degree in Creative Writing and certificates in Learning Design and Computer Programming. He is an associate fellow at the Society for Technical Communication and was the Vice President of Technology at Greater Atlanta ASTD.

Chris Petrizzo is the Founder of CLIQ Instructional and Performance Solutions, which helps organizations leverage their people by developing and delivering creative, logical, integrated, quality training, both online and in the classroom.

He has developed and facilitated training on personal effectiveness, project management, mind mapping, thinking skills, train-the-trainer courses, communication skills, customer service, management, leadership, and a wide gamut of custom and off-the-shelf software applications. He has worked in sectors including information technology, nonprofit, finance, retail, education, and government.

He holds a Bachelor's degree in Interpersonal Communication and a Master's in Instructional and Performance Technology. He is an Adobe Certified Expert in Captivate and has been using it to develop engaging eLearning for almost 15 years.

He lives in Broomfield, Colorado, which provides him with easy access to the cultural opportunities of Denver, the spiritual richness of Boulder, and the wildness of the Rocky Mountains.

You can contact him through his website, www.cliq.biz.

I would like to thank my wife Joni for providing that perfect balance of support and pushiness, and knowing when I need to hear I'm doing great and when I need to hear the opposite. There's nobody else I'd rather journey with.

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