



# IDN 538

## Learning Experience Design

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FALL 2025

## FALL 2025: AUG 25 - DEC 7

### Credits: 3

### Prerequisites: None

Learning experience design takes a holistic view of the learner and their engagement throughout the overall instructional experience, viewing learning as a journey. In this course, students will explore the impact of the senses, emotion, and environment on the learner. We will investigate a number of tools and strategies including scenario-based learning, branching techniques, storytelling, worldbuilding, and play.

### COURSE FORMAT

This is a fully online course which will run for 14 weeks. There will be one module of content assigned per week, and an ongoing collaborative project that you will work on throughout the course.

### Key Skills

- Creative Confidence
- Close Looking
- Storytelling
- Decision Mapping
- Empathy

### Learning Objectives

By the completion of this course, you will be able to:

- Define the core concepts of learning experience design (LXD), including its holistic focus on the learner, engagement, and the overall learning journey
- Apply storytelling, scenario-based learning, branching techniques, and worldbuilding to create engaging, choice driven learning environments
- Designing learning experiences with a focus on empathy, considering the diverse needs, challenges, and preferences of the learners
- Use visual tools and techniques to diagram, map, and organize complex learning experiences, making them clear and navigable for learners.

### Required Textbooks

There are no required textbooks for this course; readings will be assigned and provided throughout the modules.

### Required Tools

- One six-sided die
- Curiosity

### Required Technology

Webcam, Headset, Various free web tools as directed or needed

During the course we will go through how to set up and use each of these tools:

- Google Slides
- [Twine](#)
- [Genially](#)

# Learning Strategies

## Self-Directed Curiosity

This course is an invitation to look at the world in a slightly new way, by identifying the elements of your experiences which have an impact on how you think and feel. You will be asked to engage in a variety of activities, 'field trips' and digital games & simulations. A paper journal to collect your thoughts throughout the course may be useful.

## Engaging Class Discussion

Throughout the course you will be required to participate in focused, asynchronous discussion around various proposed topics. Your participation in these discussions is required. You are required to respond to the initial prompt and then return to the discussion to respond to your peers. **Late responses to peers cannot be made up for credit.**

## Small Projects

Throughout the course you will complete a series of small projects. The amount of work and detail you include in these projects will be up to you – but if done well, these projects can serve as powerful portfolio pieces. Your education is what you make of it.

## Practice With Technology Tools

This course will require you to utilize various technology tools to complete your assignments and to communicate with your classmates. Each student will have a different level of experience with these tools – so it is important to remember you are being graded on the content of your work rather than on your mastery of the tools. If you need assistance with any of the tools, let me know as early as possible. If you want to use an alternative tool to complete an assignment, you are welcome to do so as long as you meet the learning objectives of the assignment.

# Participation Guidelines

## Communication

In an online course, communication is vital. It is recommended that you check your Quinnipiac email account every single day, as it is the primary form of communication from your instructor. You will receive an announcement every Monday with information about the course requirements for that week. Read these emails carefully.

If you encounter challenges with the content, the technology, or within your personal life that will prevent you from completing your work on time, please reach out to me immediately. We can work through anything together – but I cannot help you work through these challenges if I am not aware of them.

## Netiquette Guidelines

In the online classroom, I expect you to communicate in a manner that is both academic and respectful of others. Please refrain from using inappropriate language and disrespectful tones when communicating with other students and with me. Students will observe common rules of grammar and punctuation, communicate in a clear and succinct manner, and maintain the level of academic integrity expected in a graduate level course. [The Core Rules of Netiquette](#)

## Communication with the Instructor

I will respond to direct email within 24 hours of receipt. If you have a question that would be relevant to all of your peers, please post it to the Help Forum on the Discussion Board. Assignments will be graded with feedback within 5 days of receipt. All assignment grades and feedback will be posted to the Grade Center in Canvas, which can be accessed by clicking "Grades" on the course menu.

## Engagement with External Tools

Your enrollment in this class assumes that you are consenting to involvement with outside entities in the pursuit of educational interests and engagement. These may include and are not limited to social media platforms, websites, blogs, discussion groups, virtual communities, online academic databases and learning platforms. Should these resources require login and password information, be advised not to use personal identification information such as your student ID or social security number.

## Generative Artificial Intelligence

Artificial intelligence is a powerful tool that can enhance the work of instructional designers – it can also be used as a shortcut which diminishes your learning experience. As adults, I expect you to know the difference, and if you don't, please ask. AI may be used as a collaborative partner to generate text, scripts, and images for your projects. If you do use AI, be sure to cite it appropriately. In this course, AI should NOT be used to brainstorm, write discussion posts, or produce critique feedback for peers. Never share personal data with AI.

## Grading Guidelines

DISCUSSIONS & REFLECTIONS		
Discussion Posts & Replies (7 x 20pts each)		140
Discussion Reflections (no replies) (4 x 10pts)		20
EXPERIENCE CATALOG		
M02: Grocery Store		50
M05: Museum		50
SMALL PROJECTS (Tentative Titles)		
M03: Short Story		40
M04: Branching Story		50
M06: Journey Map		70
M07: Map of a Place		80
M08: Character Deck		80
M09: Google Dialogue		90
M10: Game Concept		100
Final Project: Learning Experience Design Prototype		
M12: Learner Journey Map		100
M14: LXD Prototype		120
	TOTAL GRADE POINTS	1000

## Activity Schedule

		DISCUSSIONS	REFLECTIONS	EXPERIENCE CATALOG	SMALL PROJECTS	FINAL PROJECT
Mod 1	8/25 – 8/31	X				
Mod 2	9/1 – 9/7		X	X		
Mod 3	9/8 – 9/14	X			X	
Mod 4	9/15 – 9/21	X			X	
Mod 5	9/22 – 9/28	X		X		
Mod 6	9/29 – 10/5		X		X	
Mod 7	10/6 – 10/12	X			X	
Mod 8	10/13 – 10/19				X	
Mod 9	10/20 – 10/26		X		X	
Mod 10	10/27 – 11/2				X	
Mod 11	11/3 – 11/9	X				
Mod 12	11/10 – 11/16					X
Mod 13	11/17 – 11/23	X				
	11/24 – 11/30					
Mod 14	12/1 – 12/7		X			X

## Grading System

Letter Grade	A	A-	B+	B	B-	C+	C	C-	D	F
Points Earned	930 - 1000	900 - 929	870 - 899	830 - 869	800 - 829	770 - 799	730 - 769	700 - 729	600 - 699	0 - 599

Weekly Module Titles & Topics	
UNPACKING EXPERIENCES	
<b>Module One</b> AUG 25 – AUG 31	What Does It Mean to Have an Experience?
<b>Module Two</b> SEP 1 – SEP 7	Deconstructing an Experience
BRANCHING & DECISION MAKING	
<b>Module Three</b> SEP 8 – SEP 14	Concepts of Storytelling
<b>Module Four</b> SEP 15 – SEP 21	Choice & Branching
<b>Module Five</b> SEP 22 – SEP 28	Scenarios & Simulations
<b>Module Six</b> SEP 29 – OCT 5	Mapping an Experience
ELEMENTS OF AN EXPERIENCE	
<b>Module Seven</b> OCT 6 – OCT 12	Imagining A World
<b>Module Eight</b> OCT 13 -OCT 19	Creating Characters
<b>Module Nine</b> OCT 20 – OCT 26	Evoking Emotion
<b>Module Ten</b> OCT 27 – NOV 2	Playing Games
DESIGNING YOUR OWN EXPERIENCE	
<b>Module Eleven</b> NOV 3 – NOV 9	A Process for Learning Experience Design
<b>Module Twelve</b> NOV 10 – NOV 16	Design
<b>Module Thirteen</b> NOV 17 – NOV 23	Build
NOV 24 – NOV 30	FALL BREAK
<b>Module Fourteen</b> DEC 1 – DEC 7	Launch