

Best in Education & eLearning

Introduction

This category is open to entries from educational bodies or any organisation that wishes to educate users/audiences online. This award is given to a website, platform or project which, through innovative ways, uses existing or new information technologies to enhance online learning, further an education mission online, communicate the need of education or provide informational material to current/prospective students. The website/project/platform must combine innovation, pedagogy and technology as key factors for creating more effective and engaging learning and/or content.

Motivation & Goals of Project

Entrants will show clear evidence that the initiative followed a robust methodology supported by research and best practices.

The entry should describe:

- The context for and motivation behind the education & eLearning initiative
- The organisational aims and planned outcomes for the initiative
- The project objectives and link them to targets

Design

Entrants will show clear evidence that the project followed in a planned approach using best practices.

- The judges will consider the methodology, output and impact of the project's design strategy.
- They will pay particular attention to how the organisations developed both user-centred and content-focused methodologies in their design process.
- The judges will consider both the content and the delivery; the outputs of the project should demonstrate best practices in UX, pedagogy or instructional to meet the needs of its audience/market.
- The design and implementation of the website/platform/project should be innovative and different from other e-learning implementations.
- Should demonstrate pedagogical best practice if applicable to you.

Engagement & Results

Entrants will show the outcomes derived from the project, results must link base to the strategy and objectives for the content.

- The entry should demonstrate how pedagogical or instructional design best practices are used to engage and inspire students to achieve stated goals.
- The judges will consider how the project, initiative or offered service contributed to increased learning.

Leading Competitive Advantage

- The judges will consider how the entries developed a clear competitive edge, through innovation, focus and investment in digital technologies and design.

NOTE: The revenue created from the creation and distribution of this website/platform/project is not something that will be judged. The judges will only focus on the quality of the project in how it can best educate the audience.