

Online Software Tutorial Options landscape architecture **suny** **esf**

**ESF Technology Committee:
I'm stuck! What do I do now?**

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Online Software Tutorial Options landscape architecture **suny** **esf**

Online training varies extensively by software company

- Some companies have always avoided interacting with their user communities
 - AutoDesk is an example of an arrogantly disfunctional company which shunted all user contact off to 3rd party suppliers
- Some companies avoid doing the heavy lifting themselves by cultivating and partnering with 3rd party participants
 - Adobe stopped producing their own tutorials and now acts mainly as a facilitator for distribution of content produced by others
- Some companies have chosen free distribution of product tutorials as a means of enhancing product appeal
 - TechSmith is a small company competing against big companies by being friendly and helpful to in-the-trenches educational users
- Dayton's rule of software training...
 - The bigger the learning curve, the more likely training will only be available from 3rd party vendors and the more costly it will be

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Online Software Tutorial Options landscape architecture **suny** **esf**

Multiple avenues for software training

Full service online tutorial houses

- Lynda.com (<http://lynda.com>)
 - Very large catalog of courses
 - Time subscriptions for entire catalog of courses \$25-\$37.50*/mo, \$240-\$375**/yr (* premium membership includes project downloads, ** includes offline mobile viewing)
- TotalTraining.com (<http://totaltraining.com>)
 - Smaller but substantial catalog of courses
 - Single course DVDs \$99
 - Time subscriptions for entire catalog of courses \$25/mo, \$138/6 mo, \$250/yr, + 2 yr & 3 yr
 - Email member discounts run 45% (i.e. \$135/yr discounted price)
 - Many courses include downloadable project files

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Multiple avenues for software training

Full service online tutorial houses

Software manufacturers

- Adobe has multiple channels for users of their software (most require an Adobe login, i.e. ownership of some Adobe product to access all resources)
 - Adobe TV (<http://tv.adobe.com>)
 - Large collection of short primers (no download projects) on Adobe products
 - Adobe KnowHow (<https://www.adobeknowhow.com>)
 - Large collection of full courses by private instructors (some with downloadable projects) sold separately and offered online through Adobe
 - Some courses are free, some are inexpensive, some are pricey
 - Course quality varies, but even the free ones are of some value
 - Adobe Education Exchange (<https://edex.adobe.com/>)
 - Assortment of resources provided by academics for academics
 - Note the Product and Discussion menu pull-downs...
 - Relatively new but rapidly growing user community

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Multiple avenues for software training

Full service online tutorial houses

Software manufacturers

- Adobe software
- TechSmith (tutorials available without product ownership)
 - TechSmith product tutorials available free are available free w/o product ownership (<http://www.techsmith.com/tutorial.html>)
 - Very active, useful, well developed user community product forum (<https://feedback.techsmith.com/techsmith>)

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Multiple avenues for software training

Full service online tutorial houses

Software manufacturers

Independent educators and trainers

- Growing cottage industry of self-employed E/Ts
- Many E/Ts are being harnessed by product producers (i.e. Adobe, AutoDesk, Microsoft, Apple, etc.)
- Tutorial product repackagers have thus also sprung up
 - AtomicTraining (<http://www.atomiclearning.com/training>)
 - Digital-Tutors (<http://www.digitaltutors.com/11/index.php>)
 - Skillfeed (<https://www.skillfeed.com/#1>)
 - SocialStack (<https://stacksocial.com/tags/productivity>)
 - Virtual Training Company (<http://www.vtc.com>)
 - Even product sellers like B&H Photography (<http://www.bhphotovideo.com>) run a link to Explora which offers photography tutorials (e.g. <http://www.bhphotovideo.com/explora/features/photography>)
 - And of course, drum roll, the 800-pound bunder of all things video—YouTube!

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