



CONTENT WRITING CHEAT SHEET

This table provides content writing guidance based on Diana Laurillard's [six learning types](#). The timings outlined here are suggestions. We always recommend that you consider the context and difficulty level of your learning materials, and adjust accordingly.

Activity type	Acquisition			Discussion	Collaboration	Investigation	Practice	Production
	Audio	Video	Reading					
Word count	1,500 words (script) or 3-6 interview questions.	700	500-800	150	300	300	300	300
Activity examples	Listen to an interview.	Watch a video.	Read an article.	Post and discuss ideas in a forum.	Contribute to a group mood board.	Compare and contrast two articles.	Complete an MCQ quiz.	Write a blog post.
Learner effort time*	10 mins	5 mins	5-10 mins	10 mins	15 mins	20 mins	15 mins	20 mins

*The learner effort time you allocate should be the **minimum amount of time** a learner should spend on an activity to gain what is intended from the materials.

