Instructional Design

Course #: PD-113	**Duration:** 2 days

Prerequisites

None

Details

This intensive two-day course offers a comprehensive overview of Instructional Design, weaving together the theoretical foundations with practical applications. Participants will explore different learning theories, adult learning styles, and various Instructional Design models such as ADDIE, SAM, and Agile. The course also includes a deep dive into the psychology of learning, accelerated learning principles, and effective methods for needs analysis. Participants will learn how to write impactful learning objectives, design comprehensive training courses, develop engaging instructional materials, and optimize interactivity. They will gain practical experience in creating facilitator guides, workbooks, eLearning content, and utilizing different evaluation strategies for training effectiveness. Lastly, the course covers strategies to craft powerful marketing messages for their training programs.

Software Needed

None

Outline

- **Introduction to Instructional Design**
  - Defining Instructional Design
  - Principles of Effective Learning Design
  - Differentiating Training from Other Learning Experiences

- **Theoretical Foundations of Instructional Design**
  - Overview of Learning Theories
  - Exploring Adult Learning Styles
  - Instructional Design Models
    - VAK Learning Preferences
    - Kolb's Learning Cycle
    - Honey and Mumford's Learning Style
    - SAVI Approach to Learning
    - Think, Feel, Do Training Outcomes

- **Psychology of Learning**

  - Motivation

  - Memory
- **Instructional Design Methodologies**
  - Diving into ADDIE, SAM, and Agile Models
  - The 4W Method: Who? Why? What? Where?

- Guidelines for Selecting the Appropriate Model for Your Project

- **Accelerated Learning**
  - What is Accelerated Learning?
  - The Guiding Principles of Accelerated Learning
  - The Four-phase Learning Cycle in Accelerated Learning

- **Performing Needs Analysis and Collecting Data**
  - Collaborating with Subject Matter Experts (SMEs)
  - Identifying Performance Gaps
  - Understanding the Needs of the Target Audience
  - Writing Goals and Learning Objectives
  - Ensuring Accessibility and Inclusion in Instructional Design

- **Creating Impactful Learning Objectives**
  - Creating SMART Objectives
  - Using Bloom's Taxonomy in Writing Learning Objectives
  - Simplifying and Grouping Objectives for Clarity
  - Aligning Objectives to Assessments

- **Designing Comprehensive Training Courses**
  - Unpacking Key Elements of a Training Course
  - Strategies for Organizing Content
  - Balancing Various Teaching Methods for Optimal Learning
  - Designing Activities Tailored to Learning Objectives and Audience
  - Principles for Creating an Engaging Learning Experience

- **Developing Engaging Instructional Materials**
  - Creating the Initial Class Structure
  - Writing Compelling Lesson Hooks and Course Materials
  - Developing Dynamic eLearning Content

- **Optimizing Interactivity in Learning**
  - Designing for High Interactivity
  - Techniques for Sustaining Learner's Attention
  - Balancing Individual, Partner, and Group Activities
  - Ensuring Understanding and Recall
  - Incorporating Simulations, Games, and Other Interactive Elements

- **Facilitator Guides and Learning Aids**
  - Creating Comprehensive Facilitator Guides
  - Designing User-Friendly Workbooks and Handouts
  - Developing Visually Engaging Slideshows

- **eLearning Design and Development**
  - Exploring eLearning Tools and Technologies
  - Understanding the Impact of Web 2.0 and Mobile Learning
  - Implementing Agile Principles in eLearning Design

- **Evaluating Training Effectiveness**
  - Understanding and Implementing Quality Assurance
  - The Importance of Pre/Post Assessments
  - Applying Kirkpatrick's Four Levels of Evaluation
  - Designing Effective Evaluation Surveys and Assessments

- **Marketing Your Training Program**
  - Crafting a Powerful Marketing Message
  - Creating Marketing Materials: Flyers and Videos