

# Instructional Design Programme

Learn our award-winning approaches to high impact course design



## Programme outline

Our award-winning approach is typically made up of 4 core modules:

1. Planning
2. Fundamentals
3. e-Design
4. Visuals

## Mix and match

Choose from the modules available to create a programme tailored to you. Need other modules creating? Just tell us what you need.

## Programme Overview

To achieve your outcomes and engage your learners, you need solid guiding principles and a methodical approach. For people new to the development of training or people moving from one environment to another (eg classroom to e-learning) there's plenty to take on board and lots to experiment with.

## Module 1: Planning and Analysis

Starting your course development from scratch or struggling to get information from Subject Matter Experts (SMEs)? Re-purposing existing content from one format to another (eg a paper-based user guide into an e-learning course)?

Whatever your starting point, you need a clear set of strategies to get to grips with the scope, quantity and complexity of content you will be working with and an understanding of the audience you will be delivering to.

Typically, this module covers the following:

### Quality not quantity

How pre-defined content categories take the pain out of eliminating irrelevant and confusing content, take the fear out of dealing with SMEs and help you to plug any gaps or remove inaccuracies in your content.

### Content scoping

Avoid problems later on by *not* creating a course outline yet.

### Objectives before outcomes

The benefits of avoiding detailed learning outcomes too early on.

### Audience analysis

How really getting under your audience's skin pays dividends later in the development process.

## Module 2: Instructional Design Fundamentals

The objective of this module is to build on the planning and analysis covered in module 1 and take designers step-by-step through the fundamentals of creating a great course outline, writing clear, accessible content and the secrets of developing high-quality audience interactions - regardless of the delivery medium.

Typically, this module covers the following:

### Outcomes and expectations

Aligning audience needs with content purpose and organisational goals.

### Outlines and content

How to avoid shoe-horning inappropriate content into your course outline.

### Clarity and brevity

Principles for writing clear, concise modular content or re-writing existing content.

### Interaction and engagement

The stages of the journey you should take your learner through to achieve optimal knowledge transfer.

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## Delivery options

If you want to take your training in one go, we will happily deliver it that way.

Better still, why not take your training as a programme, spread over several weeks, putting content creation at the heart of the delivery.

## Personal to you

In our experience, no two programmes are ever exactly the same, so we can customise, add or delete modules to suit your specific needs.

## Module 3: e-Instructional Design

E-Learning authoring software has become so sophisticated, it's easy to create all manner of effects and interactions. Yet many of the things an authoring tool will let you to do have been proven to depress or inhibit learning.

Instructional designers need to understand the research into how people learn and process information. Our key objective is to teach you a set of practical design strategies that enable learners' to process and assimilate new content quickly.

This module typically covers the following:

### E-learning types

Three different types of e-learning and how and when to use them most effectively.

### The learning process

How people actually learn online and how it is different from other environments.

### Visuals, text and audio

The impact of simultaneously using different media.

### Placement

How the placement of text and graphics can hugely increase (or decrease) the effectiveness of your content.

### Exercises and examples

How best to use practice exercises and examples to consolidate learning.

### Collaboration

Why collaborative learning benefits learners and how to implement it.

### Problem-solving

How to use e-learning to enhance problem-solving skills.

### Learner choice

The impact of giving learners more or less choice when they work through an e-learning module.

## Module 4: Visuals for E-Learning and Blended Learning

Visuals and diagrams tend to be used more extensively in e-learning and blended learning materials than class-based ones. Yet their significance in online learning is frequently overlooked. Too often, visuals are a bit of window dressing, applied with little thought, as a way to liven up some 'dull' text.

The objective of this module is to teach instructional designers the true significance of visuals and diagrams, help them feel comfortable using them and show how to apply them for maximum impact on learning outcomes.

Typically, this module covers the following:

### Visual categories

The different types of visuals used in learning and how each type optimises knowledge transfer differently.

### Aligning visuals with purpose

Making sure visuals correspond to the purpose of your content and understanding the impact on learning outcomes if you don't.

### Thinking visually

Strategies to help you seamlessly integrate visuals and diagrams into your instructional design approach.