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Instructional Design Basics

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AGENDA

1. Instructional quality
2. Systematic design
3. Audience analysis
4. Behavioral objectives
5. Curriculum/Course design
6. Implementation & evaluation
7. Where to learn more

Raise your hand if you’ve taken an Instructional Design class?

Did it focus on classroom, eLearning or something else?
**Instructional Designer**

**Instructional Designer (ID):**
An individual who applies a systematic methodology based on instructional theory to create content for learning.

According to ATD glossary

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**Learning Theory**

Learning theories are conceptual frameworks describing how learners absorb, process and retain information.

Brain Science
Systematic Process: ADDIE

Most common
Not the only model

Discussio

Why do you think Instructional Design matters?
ID Matters because...

- Quality matters!
- Focus on target audience needs
- Results in:
  - Reliable
  - Repeatable
  - Greater satisfaction
  - Better performance

What Is Quality eLearning?
My High Quality Criteria

- Relevant
- Engaging/Interactive
- Task Simulation
- Good structure & writing
- Easy to Use
- Visually appealing
- Up to Date
- Works for Most

ADDIE: Deeper Dive

- Analyze
- Design
- Develop
- Evaluate
- Implement
Analysis Discussion

For an eLearning course development project...
- Describe the target audience
- What problem are you trying to solve?
- How do you know this eLearning course is the right solution?
**D = Design**

High Level Design

Includes...

- Target audience description
- Prerequisites
- Why they need this course
- Course structure/components
- Course and module objectives
- Content sources
- Teaching methods
- Evaluation methods
- Technical recommendations
Measurable Objectives

The learner will be able to:
• [action verb] [noun] [criteria]
• [action verb] [noun] [criteria]
• [action verb] [noun] [criteria]

Objectives Exercise

- See Handout #2
- Write two objectives
- Discuss how to improve
Visual Design: Prototype

Shows...
- Elements and layouts for each screen type
- Branding, styles, colors, fonts, symbols, icons
- GUI/navigation – buttons, behaviors, directions

Detailed Design: Storyboards

For each slide/screen...
- Screen number
- Title
- Audio script (if desired)
- On-screen text
- Visual/Animations
- Programming/Interaction instructions
Design Methods & Samples

D = Development

Course Authoring Tool

Learning Content Management System (LCMS)

Text
Quiz
Graphics
Photos
Audio
Interactivity
I = Implementation

- LMS Testing
- Communication
- Registration
- Delivery

E = Evaluation

- Satisfaction/Survey
- Learning/Test
- Performance/Observation
- Return on Investment/Benefits

Credit: Donald Kirkpatrick
Skills

What skills are necessary to develop a high quality eLearning product?
Five Essential Skill Sets

- ID/Writing
- Graphic Design
- Media Production
- Authoring/LMS
- SME

Team Approach Works Best
Questions?

Contact

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