

Introduction to Instructional Design

How Does IDs Impact Learning?

Instructional Design (ID) enhances learning by crafting experiences that align learner needs with goals through:



- ✓ **Engagement:** Interactive materials and real-world scenarios keep learners motivated and involved.
- ✓ **Retention:** Techniques like spaced repetition, and visual aids improve memory retention.
- ✓ **Performance:** By aligning learning objectives with practical outcomes for better skills.



Why Are IDs Important in the Learning Field?

Whether you're an educator, trainer, or passionate about learning, you're ultimately shaping how people learn and grow, making a real difference in the learning process.



Key Components



Objectives

Goals guiding what learners should achieve



Content

Engaging material supporting objectives.



Methodology

Choosing a delivery method.



Assessment

Tools to measure outcomes.

ADDIE Model

There are multiple instructional Design models used to create learning experiences, many of which are based on the ADDIE model that includes five phases:



ANALYZE

Identify learning needs and audience gaps.



DEVELOP

Create content and assessments.



DESIGN

Plan course structure and align content with objectives.



IMPLEMENT

Deliver training and ensure smooth logistics.



EVALUATE

Assess and improve training effectiveness.

The **ADDIE Model** is a five-phase approach to building effective learning solutions.



Choose the Appropriate Learning Methods

LECTURES

Ideal for large groups and delivering structured, theoretical knowledge.



WORKSHOPS

Best for hands-on skill development with practical exercises.



DISCUSSIONS

Great for fostering collaboration and critical thinking.



E-LEARNING

Flexible, self-paced learning, accessible anytime and anywhere.



Interactive Elements in Learning

One of the biggest challenges for trainers and instructional designers is keeping learners engaged in eLearning courses. Adding interactive elements boosts engagement and retention, making learning more effective.



Quizzes and Polls

Use these to test knowledge and provide instant feedback.



Simulations

This will provide a safe environment for practicing real-world skills.



Discussion Forums

This will help promote peer interaction and deeper understanding.



Gamification

This will help keep learners motivated through rewards and challenges.

Choosing the Right Tool

There are several tools in the market to develop digital educational materials. When choosing the right one, it should include everything needed to build effective training. Here is a comparison of the top eLearning tools to help you choose:

CustomGuide

LinkedIn Learning

articulāte

cornerstone

Courses	✓	✓	Limited or None	Usually No
Course Builder	✓	✗	✓	✗
LMS	✓	✗	✗	✓



Types of Learning Activities

Here are a few learning activities you could incorporate into your materials:

- Group discussions for critical thinking.
- Case studies for real-life scenarios.
- Role-playing in simulations.
- Hands-on experiments for practical learning.

Types of Learning Content

Using a mix of content types enhances learning and caters to different preferences:

Textual: Detailed info and reference.



Content Type
Text

Visual: Simplifies with diagrams and videos.



Content Type
Visual

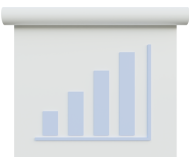
Interactive: Engages through quizzes and activities.



Content Type
Interactive

Evaluate Outcomes from Learning

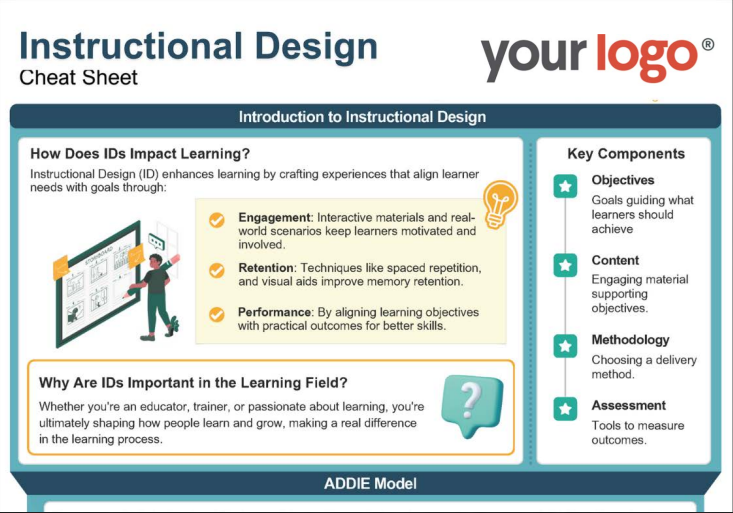
Evaluating learning outcomes helps determine whether the learning objectives have been met and how effectively the content was delivered. The evaluation process involves key questions, including:



- Did learners enjoy and find the instruction useful?
- Did learning occur, and were the objectives achieved?
- Did learners apply what they learned in real-life or work settings?
- Did the learning result in positive organizational outcomes?

*"The goal of learning is **understanding**; the goal of training is **performance**."*





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- Access
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- OneDrive
- Outlook
- PowerPoint
- Teams
- Windows
- Word

Wellness

- Mental Health
- Personal Growth
- Well-Being
- Work/Life Balance

Compliance & Safety

- Active Shooter
- Discrimination
- Harassment
- Safety
- Security

Diversity & Citizenship

- Bias
- Diversity
- U.S. Citizenship

Fewer Tools. Lower Costs. Smarter Training.

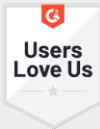
		Paid Plans		
Includes	Free	Starter	Custom Plans	
Num Active Users	1	5	10+	Compare To
Branded Cheat Sheets	Your Logo	Your Logo	Your Logo	None
Customizable Courses		300+	300+	LinkedIn Learning
Course Builder with AI				Articulate Rise
Skill Assessments				Northstar
LMS				Teachable
Annual Cost	Free 	\$495 		



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“So impressed with your features and ease of use!”



★★★★★
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