
Instructional
Design

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INTRODUCTION

Interested in a career in Instructional Design? This guide will take you through the basics of what Instructional Design is, what guides an instructional designer, and the skills necessary to be an effective instructional designer

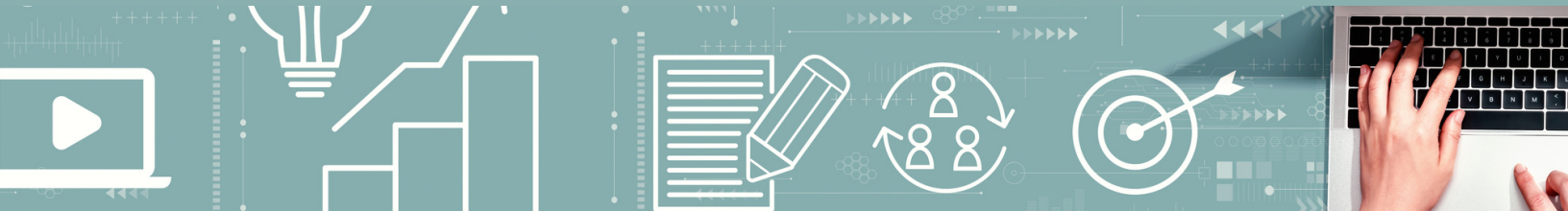
What is Instructional Design?

According to Merrill (as cited in American College of Education, 2023) instructional design is "creating instructional experiences which make the acquisition of knowledge and skills more efficient, effective, and appealing." (Merrill et. al.,1996)

Who receives instruction from Instructional Design products?

Instructional Design has a myriad of audiences, settings, and age levels. These audiences range from children to adults in multiple types of settings. Settings can include government offices, corporate work places, health care industries, higher education settings, K-12 schools, and non-profits. Anyone who needs instruction on a topic is a candidate for instructional design.

Government, corporate, and non profits typically use instructional design to promote trainings, seminars, and safety instruction. K-12 and higher education utilize instructional design in their curriculum and as tools for formative and summative assessments.The purpose of this guide will be for an individual who is seeking to gain more knowledge on the career field of Instructional Design, its purpose, and the career options available to IDs.



INSTRUCTIONAL DESIGN MODELS

Instructional Designers follow models or frameworks to help guide the process of designing a learning experience. Frameworks range in their process and steps. In 2020, Heaster- Ekholm discusses how frameworks are constructs made from research on how the human brain learns and tied deeply to a culture's beliefs and systems. Instructional Designers will have the role in deciding which framework best meets the needs of their learners.

INSTRUCTIONAL DESIGN MODELS

ADDIE

Figure 1
Addie Model

Note. Source: (Instructional Design Models, 2022.)

The five steps in the ADDIE model, as seen in Figure 1, are Analysis, Design, Development, Implementation, and Evaluation. Originally, this model was introduced in the 1970s by Florida State University (Instructional Design Central, 2022). This model's primary use is in corporate and private settings. It is commonly seen in job postings as a major contender among instructional design frameworks. It it steps based, but is flexible enough to re-visit stages in formative processes.

INSTRUCTIONAL DESIGN MODELS

BLOOM'S TAXONOMY

Image 2
Blooms Taxonomy

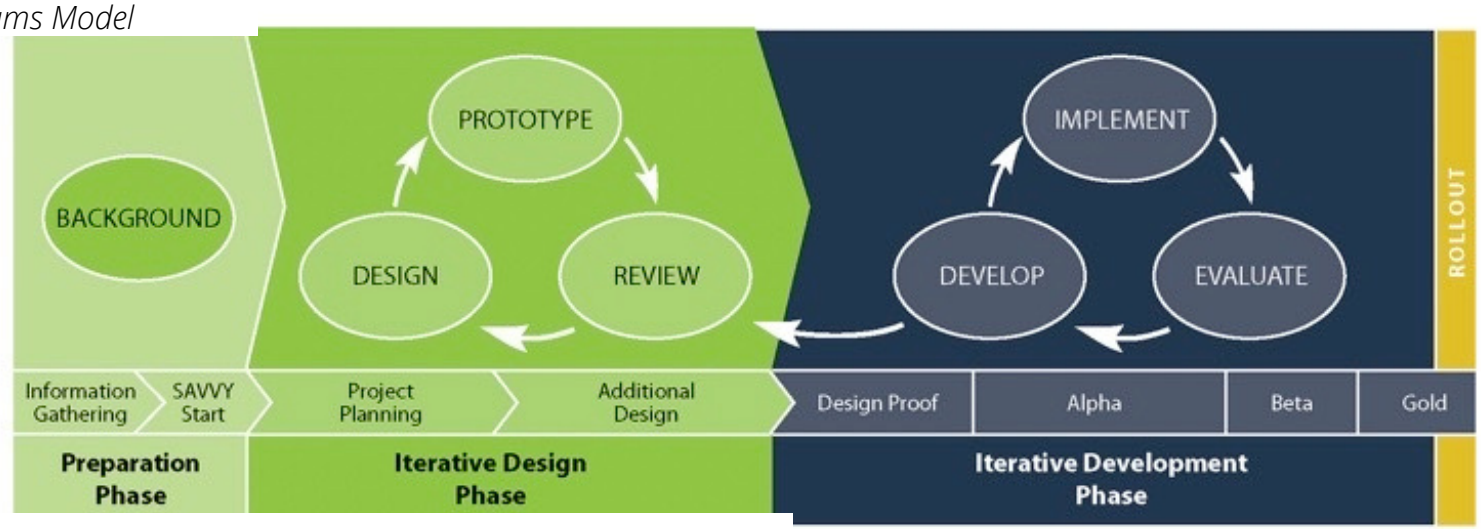
Remember	Understand	Apply	Analyze	Evaluate	Create
recognizing (identifying) recalling (retrieving)	interpreting (clarifying, paraphrasing, representing, translating) exemplifying (illustrating, instantiating) classifying (categorizing, subsuming) summarizing (abstracting, generalizing) inferring (concluding, extrapolating, interpolating, predicting) comparing (contrasting, mapping, matching) explaining (constructing models)	executing (carrying out) implementing (using)	differentiating (discriminating, distinguishing, focusing, selecting) organizing (finding, coherence, integrating, outlining, parsing, structuring) attributing (deconstructing)	checking (coordinating, detecting, monitoring, testing) critiquing (judging)	generating (hypothesizing) planning (designing) producing (construct)

*Note.*Source: Iowa State University, 2022

This model's basis is that learning is achieved in steps. As seen in Image 2, the lowest level of learning is recall and the highest is creating. Questioning and achievement level descriptors can be used with this model and it is widely accepted and used in the K-12 setting. Bloom's taxonomy was updated in 2001 to include not only original ideas from its creator, Benjamin Bloom, but also include a more responsive and dynamic approach to its framework (Iowa State University, 2022). This framework's audience is broad as it reaches from a K-12 setting all the way to higher education (Anderson et al., 2001).

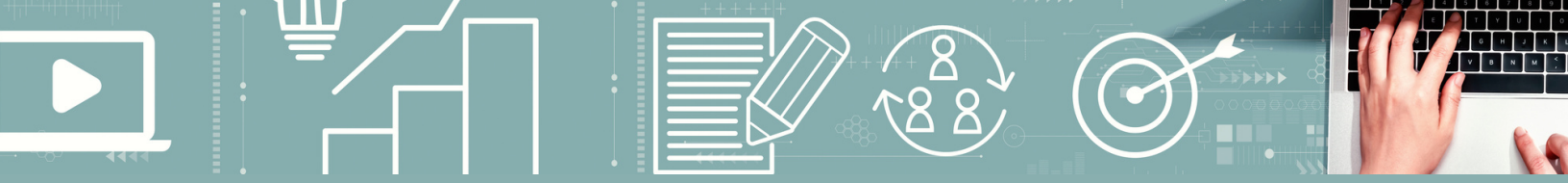
SAMS MODEL

Figure 3
Sams Model



Note.Source: (Instructional Design Central, 2022)

The SAMS model, as seen in Figure 3, stands for Successive Approximations Model was created by Dr. Micheal Allen. Its design focus emphasis is on phases that are continually revisited to maximize the highest achievement in its' learners (Allen Interactions, 2021). The audience is geared for adult learners in a career/corporate setting. The process focuses on 3 phases that are meant to be cyclical in order to analyze what learners are still lacking to make quick adjustments rather than waiting until the end to make a summative assessment (Instructional Design Central, 2022).



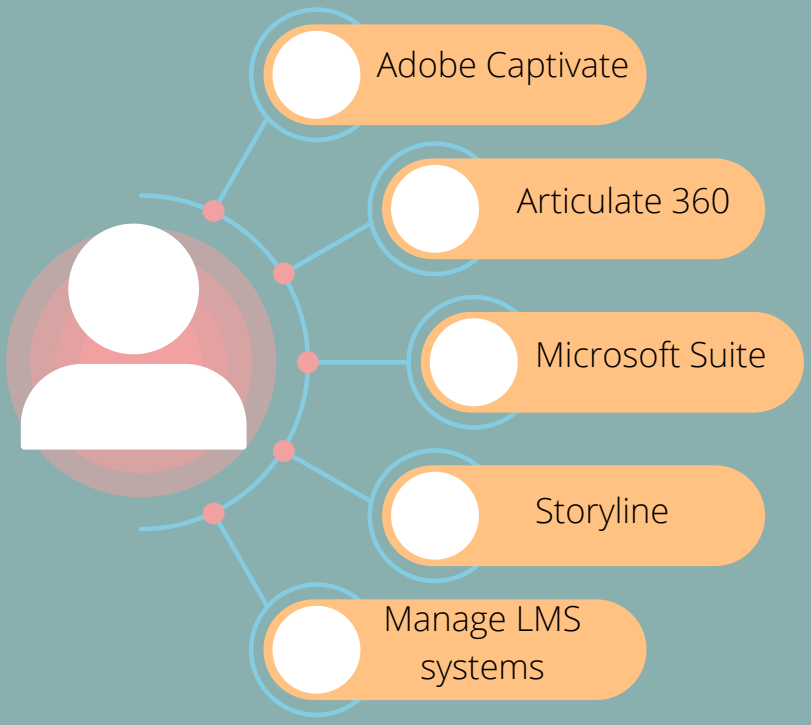
INSTRUCTIONAL DESIGN COMPARISON

Features	**ADDIE**	**Blooms Taxonomy**	**SAMS Model**
Define	Linear, yet related instructional design framework	Hierarchal framework that categorizes learning instruction/design	Continuous cycle instructional desgin framework
Describe	5 phases: Analysis, Design, Development, Implementation, Evaluation	6 Phases : Remember Understand Apply Analyze Evaluate Create	3 phase that work in re-visited cycles: Preparation Iterative Design Iterative Development
Developed by	Florida State University	Benjamin Bloom Updated by Anderson & Krathuwohl	Dr. Micheal Allen
Best Audience	Adults	Children, Adolesencets, Adults - Educational Setting	Adults in work place

Many of these frameworks have overlapping phases that are similar to one another. Instructional Designers will have to choose the framework that best suits the needs of their targeted audience and intended outcomes.

INSTRUCTIONAL DESIGNERS SKILLS

Technology Skills



Qualifications

Instructional Designers must be skilled and experienced in a multitude of technology tools including storyboarding, LMS systems, and software. They must be a self starter, able to analyze, communicate, collaborate, listen, and effectively work with others with strong interpersonal skills. An effective Instructional Designer understands and utilizes learning frameworks and is thorough and precise in their development and execution of projects.

Job Description

Responsibilities:

-Meet with SME and project managers to collaborate and gain information on subject matter as well as learners and learning environment.

- Analyze needs of learners, site, and resources available.

-Make recommendations on current LMS system and make necessary changes.

-Develop, maintain, create, and test online learning experience that will be produced for learners.

-Develop and produce additional resources necessary to accompany learning experience.

-Train, lead, direct, collaborate with members of team in next steps of implementation of programs.

-Manage learner's feedback and make necessary changes.

-Conduct needs assessments in order to evaluate programs ongoing success and report back to supervisor.

PROJECT MANAGERS

Ashbaugh and Pina (as cited in Allen and Gardner, 2021) summarized the project management's roles as the individual who handles overseeing not only the organization of a project's goal from the beginning to the end, but also handles advising and leading the personnel involved in the project's development. Many of the job skills, competencies, and responsibilities that a project manager has are like those of an instructional designer. Allen and Gardner's (2021) research concluded that there are similar role competencies between an Instructional Designer and Project Manager. Some of those competencies are having effective communication, being an organized team player, and having ethical behavior. The Project Management Institute (2017) (as cited in Allen and Gardner, 2021) describes project managers being tasked more with management responsibilities like cost analysis , personnel, and communication between all parties involved. Williams van Rooij (2012) also discussed similarities and differences noting that unlike Instructional Designers, Project Managers' roles also included business management responsibilities.

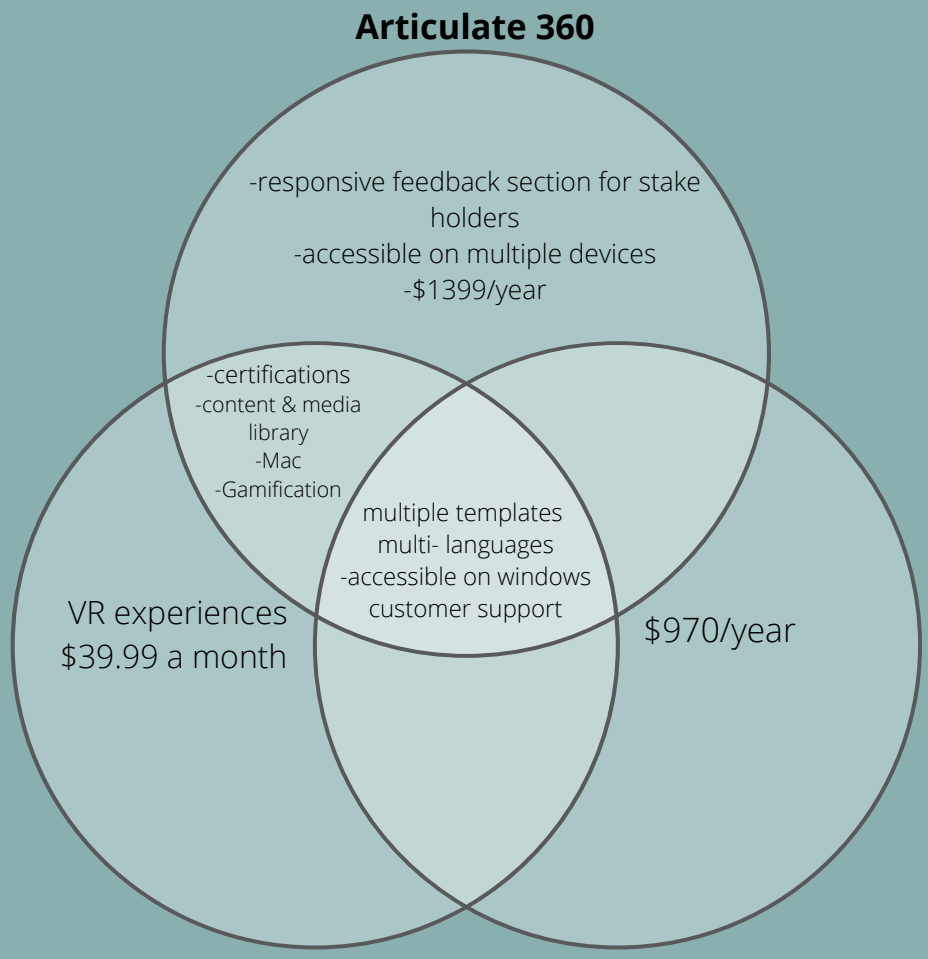
BLUEPRINT TO A PROJECT

Course Title:	Learning Outcomes
Discipline/Training:	1
Description:	2
Learner Profile:	3
Mode of Learning:	4

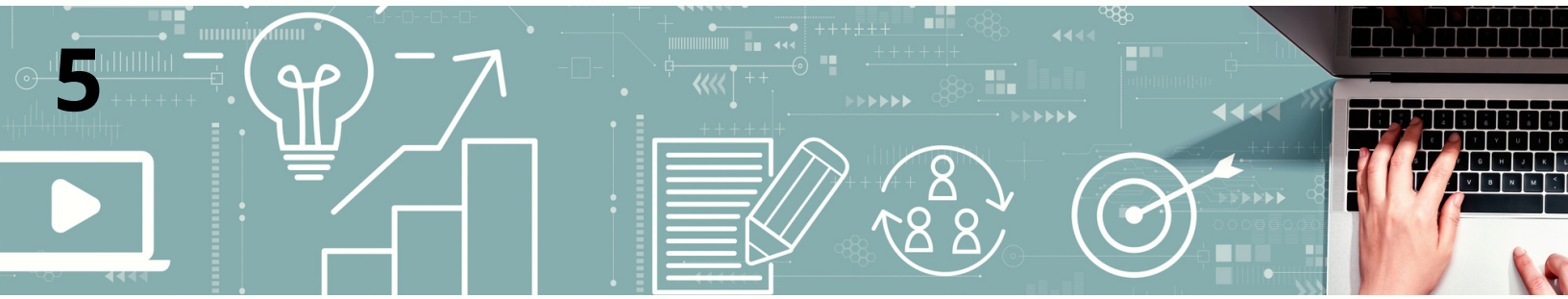
Units/Modules	Module1	Module2	Module3	Module 4
Module Title/Subject				
Objective 1				
Objective 2				
Objective 3				
Resources/Materials/Technology				
Learning Activities				
Formative Assessments				
Summative Assessments				
What went well/ Changes to implement				
Percentages of Learners at Proficency Pre Course				

Every instructional design needs a plan. Blueprints are a necessary resource in creating a project from the beginning to the end. They can be a collaborative piece that the team shares in the form of a working document to ensure all aspects of the project are accounted for.

AUTHORING SOFTWARE TOOLS COMPARISONS



Online software tools are a critical component in the production of an online platform in the eLearning experience. There are multiple platforms that instructional designers can use. As technology expands and the development of these tools continues to be a rapidly competitive field, instructional designers will have opportunities to stay up to date with the platforms that best suit their organization's goal, audience, and budget needs.



Professional Organizations

Instructional Designers can be involved with professional organizations that help equip, train, develop, and connect them to topics and issues surrounding the world of instructional design.

01

ATD

Provides: newsletters, webcasts, design development tools, certification opportunities, online forums, community groups

02

UPCEA

Provides: consulting, conferences, leadership training, networking, access to research library data base.

03

AECT

Provides: international community, best practices scholarly research, conferences, competitions and awards for professional work

04

ISPI

Provides: credentialing, community, trainings and conferences and resources

PERSONAL CODE OF CONDUCT

GLOSSARY

ADDIE- instructional design framework that includes analysis, design, development, implementation, and evaluation.

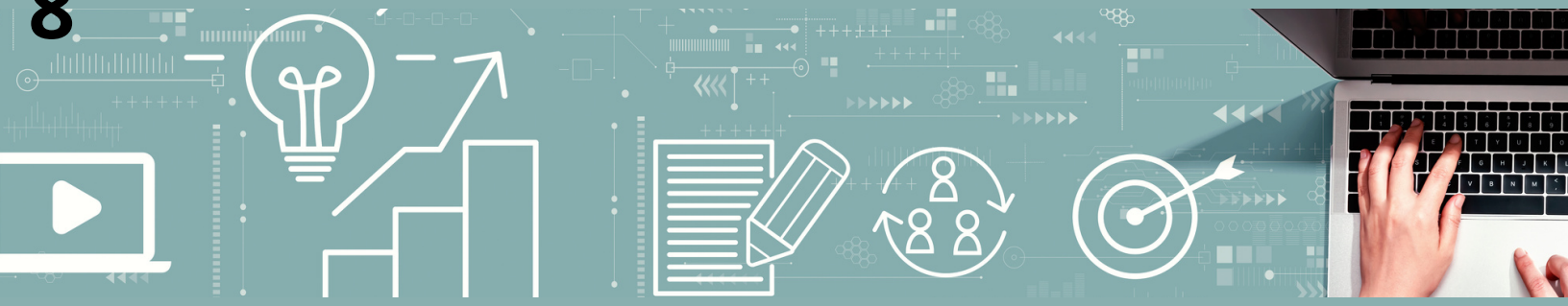
Blooms Taxonomy- a heirachal process of learning.

Instructional Design- an educational experience intended to promote knowledge of skills as well as transfer of those skills.

SAMS- Success Approximations Model -instructional design framework built to produce outcomes from learners by going through a series of cycling phases.

Project Manager- key team player in the implementation, management, logistics, and planning aspects of an online learning experience.

Blueprint- a guide that stakeholders use in a learning experience to plan, produce, and implement a project.



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