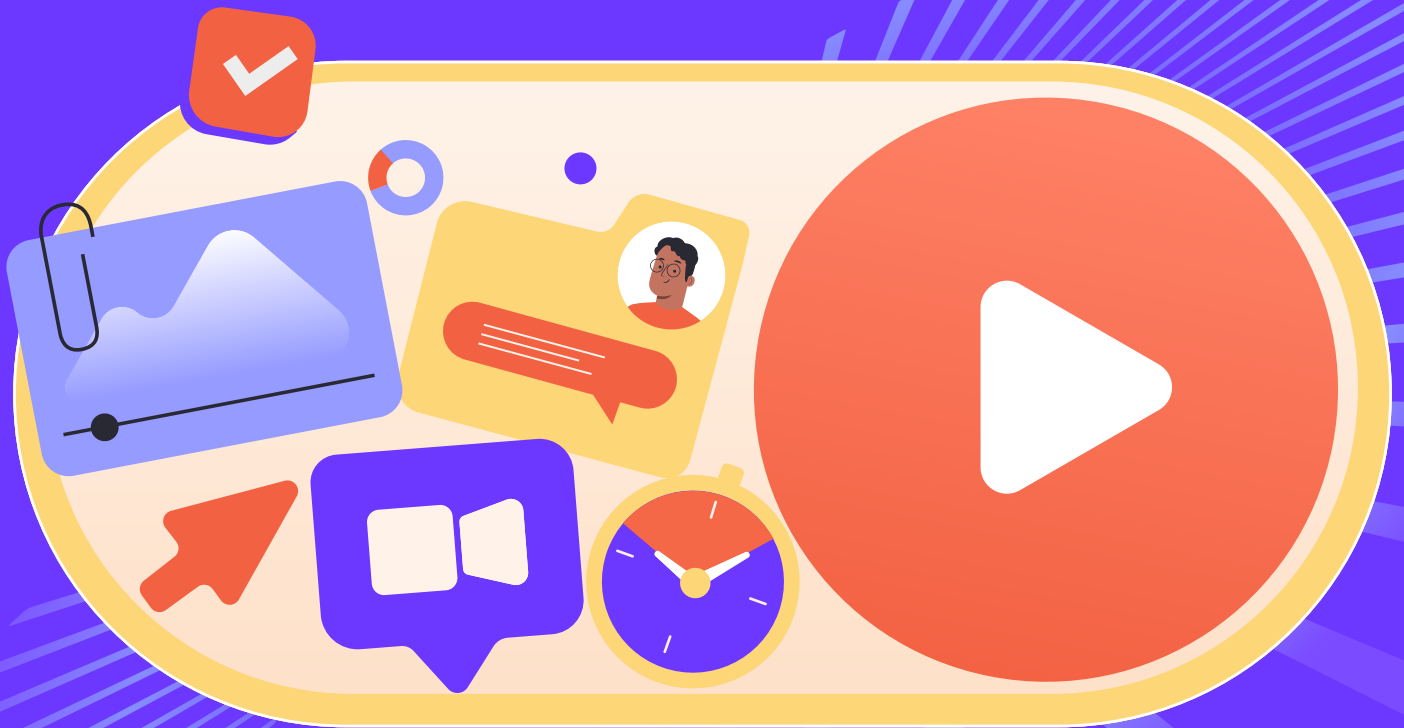# iSpring

HOW TO CREATE AN ONLINE COURSE:

An instructional designer's checklist

Use this concise step-by-step guide to plan, develop, and design an effective online course. From setting goals to publishing content, you'll have a clear roadmap for building results-driven learning experiences.

Print it out for quick reference, or download the PDF if you prefer a digital copy for offline access.

Step 1   Prepare for course development

Define your goals and audience before you begin.

☐ **Set clear training goals and objectives.** Outline what learners should achieve by the end of the course. Learn more about goal-setting in this article.

> **Examples of training goals:** improve customer service quality by 20% within three months of completing the course or increase team productivity by 40% by the end of the year.
>
> **Examples of training objectives:** help learners confidently use AI tools for content creation and learner interaction or achieve a score of at least 80% on the post-training assessment

☐ **Analyze the target audience.** Understand who your learners are, including their backgrounds, learning preferences, and knowledge gaps.

☐ **Prepare the course development plan.** Outline clear roles and responsibilities for each stakeholder, including decision-makers and subject matter experts (SMEs). Consider constraints such as budget, timeline, and technical requirements.

Step 2   Create a course outline

- **Structure the course logically.** Based on your brief and training goals analysis, create a general course plan that organizes the content effectively. Divide it into modules, each focusing on a specific topic and building sequentially on the previous material.

- **Break down each module into lessons.** If you're creating a longer course, divide broader topics into subtopics and arrange them in a logical order.

Step 3   Design a course storyboard

Now that you've split your course into training modules and subtopics, you need to create a visual framework.

- **Choose a format for your storyboard.** You can build a course storyboard in a Word document, slide deck, prototype, LMS, or other platforms.

- **Map out the content flow and design elements.**
  Your eLearning course storyboard should include:

  - Slide or section title/name
  - Planned screen text and elements, including graphics and animations
  - Navigation and branching
  - Planned audio narration script

Lesson 1: Course Overview	
Introduction to Supplier Management	Students will be able to navigate the eLearning and have a basic understanding of why the company uses suppliers

Title, #	Media Files	Visual Instructions/Developer Notes	Page/Media Text (On Screen)	Audio File Narration
Introduction Screen #1	TBC	Demonstrate the visual of the NBC 2010 documents, then show a table and zoom/highlight a sentence.		Standarts for spray polyurethane foam insulation are referenced in National Building Code of Canada (NBC) 2010 in Table 5.10.1.1, Sentence 5.3.1.3. (3), 9.25.2.2.1(1)(g) and 9.25.2.5. (1).
Introduction Screen #2	TBC	Demonstrate the avatar of the supplier, then show materials and a green tick in sync with VO. Finally, show the avatar of the installer and then flash up a 'certified' stamp.		These state that the supplier must provide a material that meets CAN/ULC S705.1 and only sell this material to certified installers.
Introduction Screen #3	TBC	Continuing from Screen#2 zoom to installer avatar/pic, then show a clipboard to the right CAN/ULC S705.2 Application Standard and a checklist below in sync VO.	• Following application guidelines • Job site testing • Proper filing of daily work records (DWR'S) • Proper ventilation guidelines	Certified installers must follow the CAN/ULC S705.2 Application Standard which includes following application guidelines, job site testing, proper filing of daily work records (DWR'S), and proper ventilation guidelines.

An example of an eLearning course storyboard created in a Word document.

Step 4 — Put the course content together

- **Write the course script.** This includes text for slides or sections and narration. Work with SMEs to review content, incorporate practical examples, and refine the narrative.

- **Prepare graphics and media.** Create charts, illustrations, animations, and videos that reinforce each module's key concepts and enhance learner engagement.

- **Assemble all elements in an authoring tool.** Create charts, illustrations, animations, and videos that reinforce each module's key concepts and enhance learner engagement.

If you know PowerPoint, you know iSpring Suite

iSpring Suite is a powerful yet intuitive authoring tool fully integrated with PowerPoint. Create courses in a familiar environment and turn your slides into immersive learning experiences.

Simply follow your storyboard and populate slides with text, videos, role-plays, interactive elements, quizzes, and more. Choose from 134,000+ course creation assets like templates, characters, and backgrounds to make your courses stand out.

Explore iSpring Suite
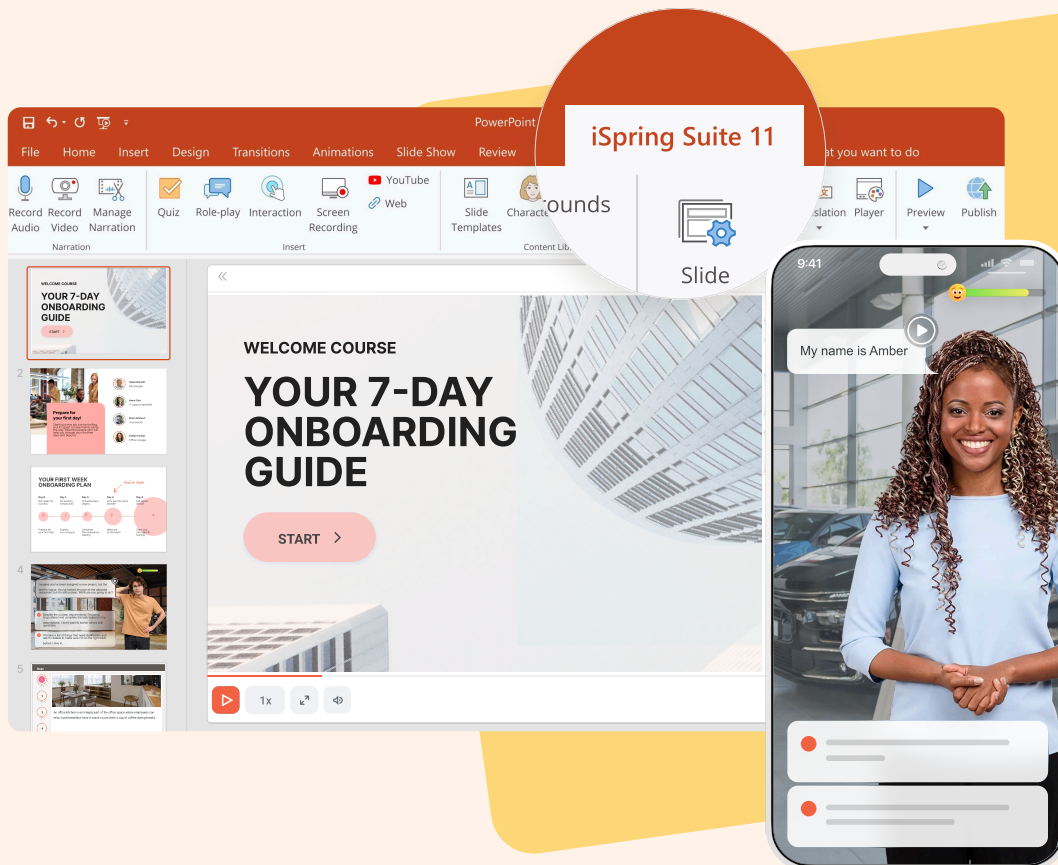
Step 5 Build assessments

Integrate quizzes, tests, and practical assignments to evaluate learners' understanding and retention of the course material.

- **Choose relevant assessment formats.** Select assessment types – such as drag-and-drop quizzes, practical exercises, simulations – that best fit the course objectives and content.

- **Develop targeted assessment items.** Create questions or tasks that directly measure specific learning outcomes at key points throughout the course.

- **Set up assessment branching.** Decide how many attempts learners will get to complete a quiz or task, set time limits, and add branching scenarios.

Step 6 Apply the principles of UX/UI design

To make your course visually attractive and easy to navigate, follow key principles of UI (user interface design) and UX (user experience design).

- **Maintain a consistent visual theme.** Use ready-made or custom templates.

- **Use clear typography.** Choose easy-to-read fonts and consistent text sizes.

- **Design intuitive navigation.** Use clear calls to action, buttons, and visual cues to guide learners through the course.

- **Incorporate accessibility practices.** Include alt text for images, keyboard-friendly navigation, and closed captions for videos to support learners with disabilities.

Step 7 **Publish the course**

Now that you've developed your eLearning content, it's time to deliver it to learners.

- ☐ **Choose the platform for course delivery.** Select a learning management system (LMS) or web platform that best meets your learners' needs.

- ☐ **Test your course on multiple devices.** Ensure the course functions well on PCs, smartphones, tablets, and in a browser for a smooth learner experience.

- ☐ **Launch and start gathering feedback from learners.**

  Publish the course and track learner engagement and feedback to refine and improve it over time.

Master every stage of course development with expert-led video lessons

How to Create an Interactive Online Course

Led by Anna Poli, Senior Instructional Designer at iSpring, this video course allows you to master course creation skills at your own pace, receive expert feedback, and create an immersive eLearning course from scratch.

From identifying learning objectives and creating a storyboard to publishing your project, you'll become a course creation pro with a solid ID expertise.

Explore and get 5 lessons for free

Final self-assessment checklist

Use this print-ready checklist to make sure your course
is high-quality and can go live:

☐ Course goals and objectives are clearly defined

☐ The course outline accurately reflects the content
structure and flow

☐ The estimated training time is stated

☐ All information in the course is essential to achieving the intended
learning outcomes and supporting practical application

☐ The content includes real-life examples and insights from SMEs

☐ All multimedia elements are high-quality and display correctly

☐ Assessments are strategically placed throughout the course
to support knowledge retention

☐ The course has a final test or assessment

☐ The navigation is intuitive, and each button's function is explained

☐ The course follows a consistent, unified design style

☐ The content meets accessibility standards
and aligns with audience needs

☐ The course looks and plays perfectly on all devices