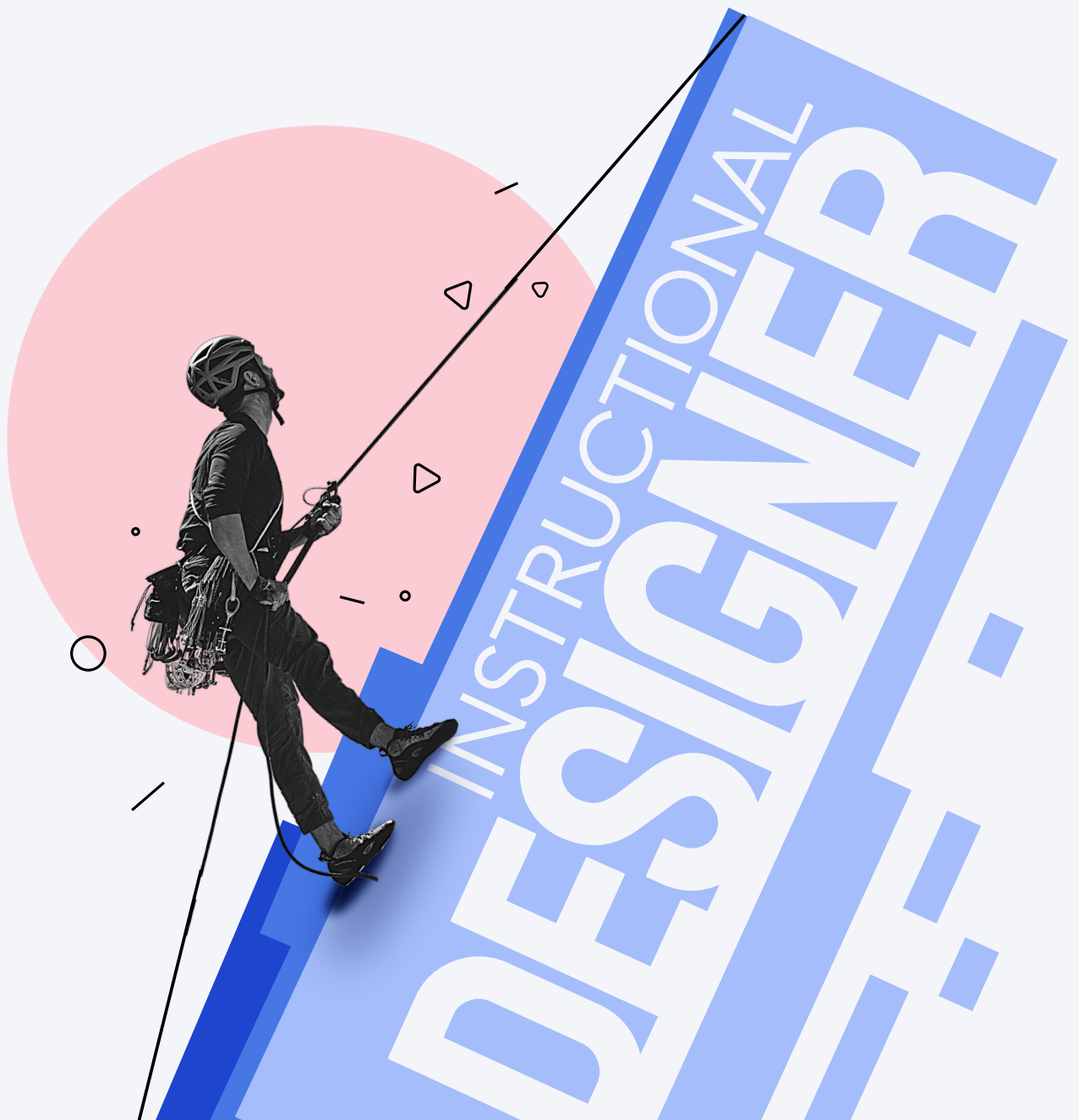




# An Instructional Designer's Notebook



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# How to Become an Instructional Designer

## **Step 1. Study ID Models, Theories, and Strategies**

ADDIE Model

SAM (Successive Approximations Model)

Gagné's Nine Events of Instruction

Kirkpatrick's Four-Level Training Evaluation Model

The Revised Bloom's Taxonomy

Waterfall

Merrill's Principles of Instruction

AGILE

## **Step 2. Explore the Psychology Behind Learning Behaviors**

Andragogy learning

Transformational learning

Experiential learning

Individualized (Centric) learning

**Step 3. Get a 14-day iSpring Suite**

**Free Trial →**



**Step 4. Create eLearning Samples and Put Together an ID Portfolio**

An engaging eLearning sample

An outstanding ID portfolio

**Step 5. Learn From Other Instructional Designers' Experiences**

Read instructional design books

Watch instructional design YouTube channels

Follow instructional design blogs and websites

**Step 6. Get Ready for the Job Interview**

Prepare to answer 11 interview questions

**Step 7. Keep Up With Instructional Design and eLearning Trends**

# Start out in your new career faster and easier

Our in-depth course [“How to Create an Interactive Online Course”](#) will help you master each stage of course development in 20 lessons – from identifying learning objectives and creating a storyboard to perfecting the graphics.

You will also put theory into practice after each module and create a course for your portfolio under the guidance of a senior instructional designer.

Explore course contents

The screenshot displays the 'ispring academy' interface. At the top, there are navigation links for 'My Courses', 'My Trainings', and 'Catalog', along with user profile, chat, and notification icons. Below the navigation, a 'Back to My Courses' link is visible. The main content area shows a 'Learning Track' with a deadline of 'Complete before Jun 3, 2023, 3:00 AM'. The track title is '«How to Create an Interact...'. Below the title, there are two tabs: 'Outline' (selected) and 'About Learning Track'. The 'Outline' tab shows a vertical list of three modules, each with a play button icon on the left and a completion status on the right:

- Module 1: **1. What is an Instructional Design** (with a person icon). Status: Complete before Jun 3, 2023, 3:00 AM.
- Module 2: **2. Fundamental Principles for Creating Effective Courses** (with a stack of blocks icon). Status: Not Started.
- Module 3: **3. Instructional Design. Theories and Methods** (with a gear icon). Status: Not Started.

Two chat messages are overlaid on the right side of the interface:

- Message 1: From a woman's profile picture, the text reads: "Hi, Alex! You haven't researched the audience of your course. That's why there are some issues with the logic here. It is unclear who needs your course. I've recorded a lesson for you on this subject: [\[link\]](#)".
- Message 2: From a man's profile picture, the text reads: "Thank you! I didn't think this was important. I'll watch the lesson."



# How to Launch an eLearning Project

## 1 Define the learning objective

What do you want to achieve with eLearning? The more specific the goal, the more likely you are to make it happen.

## 2 Choose the right training tools

As a rule, companies use one or both of these two types of tools: a course authoring tool and a learning management system (LMS).

## 3 Define a budget and an action plan

Develop a budget and an action plan, which you'll need to present to your senior managers. Be convincing when explaining how eLearning can drive the business.

## 4 Prepare the learning content

Ideally, you should have a one-year eLearning development plan. Initially, however, it's enough to create a single course as a test.

## 5 Run a pilot eLearning project


Ask a small group of employees to take the course to define the difficulties in using your LMS and see if your course is effective.

## 6 Motivate employees to learn

Keep your staff engaged with interactive multimedia and participation, provide feedback and recognition, and share success stories.

## 7 Evaluate eLearning effectiveness

Assess your employees' knowledge regularly, gather feedback on what should be improved, and monitor how their work performance is changing.

 Tips and tricks

# Best Practices for Creating Engaging eLearning for HTML5

- Analyze all content and ask SMEs questions prior to production in order to reduce the amount of rework.
- Know your target audience (ages, locations, etc.) and keep that in mind when creating your learning project: you must relate to your audience.
- Design an overall template and vision of the project (colors, font scheme, and 5-10 basic page types for quick creation).
- Chunk presentation into 5-10-minute bite-sized components for easy retention and digestion of material.
- Integrate all content into templates and use the optimization needed for the target audience (mobile data, etc.).
- Stimulate engagement: interactivity, animation, exploratory content, and videos.
- Quality assurance: check your work on different devices and browsers.



# How to Create an eLearning Course

## 1 Define training goals and objectives

⋮ This is about the results you want to achieve after your learners have completed a course. Answer this question: “What should a learner BE ABLE TO DO after finishing the training?”

## 2 Plot your course

⋮ Keeping the objectives in mind, divide your course into modules.

## 3 Create a storyboard

⋮ Establish a blueprint that outlines the placement of text, visuals, interactions, navigation, and other elements that will be used in the course.

## 4 Write a script

⋮ Write the text a learner will see on the slides and create a narration script if you’re going to include a voice-over in your course.

## 5 Define the design

⋮ Use your company brand book to communicate your brand across your course, or create your own style guide if there isn’t one yet.

## 6 Prepare graphics and media

⋮ Find or create all the necessary graphics that align with your design style and videos. Record a voice-over if needed.

## 7 Author your course

⋮ Assemble a course with an authoring tool like iSpring Suite. Building a course with iSpring is the same as creating a PowerPoint presentation: add a new slide, insert the text, add images or video, and repeat.

## 8 Share the course with your learners

Upload your course to your learning management system (LMS) and assign it to your learners.



Scan this QR code to read a complete guide.

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Checklist

# What to Verify to Assess the Quality of a Course

Course goals and objectives are clearly stated

Contents or a course map have been created

The time needed to take the training is stated

The function of each button in the course is explained

There is no information that can be removed without causing a loss in meaning

A maximum of 3 fonts and colors are used in the course's design

Images/screenshots are of sufficient quality, and the information they contain is clearly visible

The course is designed using a single unified style

There are compelling examples that show how to apply the new knowledge

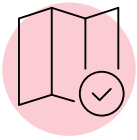
Practical tasks help consolidate the learning material

The course looks perfect both on desktop and mobile devices

The course has a final test or assessment



# How to Manage Your eLearning Project



## Develop an eLearning project plan

Define project milestones, specify what resources you'll need for each milestone, and set deadlines.



## Gather your resources

Get all the human resources (designers, course developers, etc.) and tech tools (an authoring tool, an LMS, etc.) that you need for your project.



## Develop the course

Organize your staff to create the course while ensuring that all the processes occur on time, within budget, and to standard.



## Beta test your course

Organize a trial run by assembling a group of learners who will take the entire course and provide feedback on the content and overall user experience.



## Finalize the project

Arrange a project close-out meeting, where you both celebrate your wins and discuss what can be improved.



Scan this QR code to download a free [eLearning Project Plan template](#).

# Must-Read Books on Instructional Design

Continue your list of eLearning bestsellers

Read	Title/Author	Rating
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## **Design for How People Learn (Voices That Matter), by Julie Dirksen**

Find the golden mean between providing knowledge and stimulating interest.

## **The Accidental Instructional Designer: Learning Design for the Digital Age, by Cammy Bean**

Learn best ID practices, read case studies, and discover the most common mistakes to avoid when designing an eLearning program.

## **Map It: The hands-on guide to strategic training design, by Cathy Moore**

Learn to distinguish between cases that need training and those that need something different to make the eLearning content you design more engaging and effective.

## **The Mom Test: How to talk to customers and learn if your business is a good idea when everyone is lying to you, by Rob Fitzpatrick**

Learn how to get a subject matter expert talking, what questions to ask, and how to avoid one-word responses.

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## Must-Read Books on Instructional Design

Read	Title/Author	Rating
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### **What I wish I knew before becoming an instructional designer, by Dr. Luke Hobson**

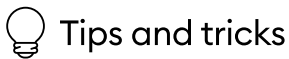
Follow the guide to become an instructional designer and advance in the ID field.

### **iSpring Suite 10: The Essentials, by Kevin Siegel**

Learn how to use all the features of a powerful authoring tool in just one day.



Check out  
[more books.](#)



# 7 Tips on How to Be a Successful Instructional Designer by Dr. Luke Hobson

Just starting out in instructional design? Take advice from Dr. Luke Hobson, the author of *What I wish I knew before becoming an instructional designer*.

- 1 Develop human skills. The majority of the things in instructional design is working with people.
- 2 Get out of your comfort zone. Don't be afraid of new experiences. Embrace them and try to get the most out of them.
- 3 Accept that you don't have all the answers. You have the opportunity to go and find out. Connect with others, and then bring that back.
- 4 Take action. Don't just buy 5 books or watch 20 YouTube videos on eLearning. At some point, stop consuming content and start doing.
- 5 Show learners the end goal. When learners know what they will achieve, they'll get motivated. And if they don't understand the purpose of your course, they won't follow through.
- 6 Prepare a Plan B, Plan C, and even E sometimes. And be ready if none of them work.
- 7 Be a lifelong learner. You have to enjoy learning. It's important that you enjoy teaching yourself, because that's what's going to help you. You basically need to be able to take all this content and then make something that's then going to teach another person.











Check out the podcast  
with Dr. Luke Hobson.





# PowerPoint Keyboard Shortcuts

For Windows





## Objects

 Duplicate an object	<b>Ctrl</b> + <b>D</b>	 Send an object to the front	<b>Ctrl</b> <b>Shift</b> + <b>{</b>
 Group items together	<b>Ctrl</b> + <b>G</b>	 Send an object to the back	<b>Ctrl</b> <b>Shift</b> + <b>}</b>
 Ungroup items	<b>Ctrl</b> <b>Shift</b> + <b>G</b>	 Select all objects	<b>Ctrl</b> + <b>A</b>
 Grow an object	<b>Shift</b> + <b>↑</b>	 Select another object	<b>Tab</b>





## Texts

<b>AA</b> Make selected text bold	<b>Ctrl</b> + <b>B</b>	<b>A→</b> Copy formatting only	<b>Ctrl</b> <b>Shift</b> + <b>C</b>
<b>AA</b> Apply italic formatting	<b>Ctrl</b> + <b>I</b>	<b>→A</b> Paste formatting only	<b>Ctrl</b> <b>Shift</b> + <b>V</b>
<b>AA</b> Apply underline formatting	<b>Ctrl</b> + <b>U</b>	<b>Ae</b> <b>↻Ab</b> Find and replace text	<b>Ctrl</b> + <b>H</b>
 Center the paragraph	<b>Ctrl</b> + <b>E</b>	<b>A^</b> Increase the font size	<b>Ctrl</b> <b>Shift</b> + <b>→</b>
 Left align the paragraph	<b>Ctrl</b> + <b>L</b>	<b>A^</b> Decrease the font size	<b>Ctrl</b> <b>Shift</b> + <b>←</b>
 Right align the paragraph	<b>Ctrl</b> + <b>R</b>	 Insert a hyperlink	<b>Ctrl</b> + <b>K</b>

## Navigation

 Move the selected slide or section forward in order	<b>Ctrl</b> + <b>↑</b>
 Move the selected slide or section back in order	<b>Ctrl</b> + <b>↓</b>
 Add a new slide	<b>Ctrl</b> + <b>M</b>
 Duplicate a slide	<b>Ctrl</b> + <b>D</b>

## Slideshow

 Start a slideshow from the first slide	<b>F5</b>
 Start from the current slide	<b>Ctrl</b> + <b>F5</b>
 Zoom in/out	<b>Ctrl</b> + <b>↑/↓</b>
 End the slideshow	<b>Esc</b>

# Welcome to the iSpring Community!

Feel free to join and become a valuable part of a community of instructional designers and eLearning professionals who are taking training to the next level with iSpring.

Fast forward to the part of our community you like - just scan the relevant QR code.

## LinkedIn Knowledge Hub →

Connect with others in your field, ask questions, share your own expertise, and take part in discussions.



## Blog →



Explore the exciting world of eLearning together with our helpful articles and how-tos.

## Webinars →



Get eLearning tips and tricks from top-notch industry experts.

## Guides →



Get step-by-step directions on how to create and launch eLearning.

## YouTube →



Enjoy weekly eLearning videos and don't forget to subscribe.

## Let's recap



If you learn something new and want to master it, apply it.



Get in touch with industry leaders to boost your expertise.



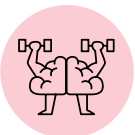
Use LinkedIn and Facebook to keep up with your new contacts.



Challenge yourself every day! It's fun and motivational.



Mix up learning with practice to become a better professional.



Join the iSpring community to take training to the next level.



If you can't find a solution, ask for expert advice.



We are here to help with  
your eLearning initiatives.  
Get in touch! →