



Diploma in  
**Instructional  
Design**





# About OL

At Omniplex Learning, we are committed to empowering organisations to achieve the best possible outcomes from their learning and development initiatives.

Our comprehensive solutions—including authoring tools, LMS solutions, digital adoption, content creation, training, and professional services—are designed to provide continuous support at every stage of the L&D journey. We proudly partner with global leaders, Articulate, CYPHER Learning, Docebo, and Vyond, reinforcing our status as a trusted ally in the industry.

Drawing on our extensive expertise and knowledge, we bring unparalleled insights and innovative solutions to our clients. Our deep understanding of the industry allows us to tailor our services to meet the unique needs of each organisation, ensuring they have the tools and support necessary to succeed.

12,000

delegates

100

of FTSE 100  
companies  
trained

94

NPS score

**ITOL**  
INSTITUTE OF TRAINING &  
OCCUPATIONAL LEARNING

**CPD**  
CERTIFIED  
The CPD Certification  
Service

articulāte 360

**VYOND**

# Trusted by organisations, **globally**



L'ORÉAL



sodexo



NHS



COOP

SAMARITANS



NFU Mutual

Charlotte Tilbury



THE BODY SHOP

N°7

# Course overview

Discover how to create learner-centred digital content that truly engages and supports real performance. Over four days, you'll explore evidence-based instructional design principles, learning theories and practical frameworks to create learning experiences that are grounded in research and tailored to your audience. Whether you're new to digital learning or looking to sharpen your skills, this course offers practical insights and tools to elevate your approach.

This ITOL-accredited diploma is fully hands-on, with no formal exams. You'll design real learning assets that help you make informed choices to improve learner outcomes and advance your career in learning and development.

You'll pick up practical design approaches that work in any authoring tool, helping you create effective learning no matter which system you use. By the end, you'll be well on your way to earning an industry-recognised qualification that sets you apart in the digital learning space.

## Core objectives

# 01

Create targeted analysis and audience profiling questions using design principles.

# 02

Write a SMART/ABCD objective and design a 3C scenario aligned to learner needs.

# 03

Submit a course outline and storyboard using three evidence-based strategies.

## Course details



### Audience:

New and existing L&D professionals wanting to sharpen their skills



### Course dates:

Check our website for the latest dates.



### Format and delivery:

Hour sessions which are instructor-led, virtual and in-person sessions.

# Agenda – Day One

## 01

### Introduction to Instructional Design

Explore the role of instructional design in creating effective learning experiences.

- Identify factors that contribute to effective and ineffective digital learning.
- Explain core instructional design roles.
- Evaluate the characteristics of effective instructional design

## 02

### Learning Psychology

Understand adult learning theory and its foundations in designing impactful, engaging learning experiences.

- Compare pedagogy, andragogy, and heutagogy.
- Explain how motivation, curiosity, and cognitive load influence learning.
- Apply techniques to improve learner retention.

## 03

### Stakeholder Collaboration

Strengthen stakeholder collaboration techniques to work together effectively and improve project outcomes.

- Identify and map key stakeholders using the power-interest grid.
- Develop communication and involvement plans
- Use practical strategies to manage SME challenges, feedback, and objections

## 04

### Instructional Design Frameworks

Explore instructional design frameworks and their role in creating **effective** learning experiences.

- Compare models such as ADDIE, SAM, and Design Thinking
- Select appropriate frameworks for different projects and constraints
- Apply iterative design principles to learning solutions

# Agenda – Day Two

## 01

### Digital Learning Project Management

Explore how to manage digital learning projects for smooth delivery and clear outcomes.

- Identify key stakeholders and manage expectations across projects
- Plan and document project scope, timelines, risks and responsibilities
- Apply change control techniques to keep learning solutions on track

## 02

### Learning Needs Analysis

Understand the importance of a needs analysis to **identify** and address training requirements.

- Differentiate between learning needs and training needs
- Analyse performance gaps to determine whether training is the right solution
- Collect and evaluate data to recommend solutions

## 03

### Understanding Your Audience

Adopt a **learner-centered** design approach to create impactful experiences.

- Identify learner characteristics, preferences and barriers to learning
- Use data and feedback to understand learner needs and behaviours
- Create and apply learning personas

## 04

### Learning Trends And Preferences

Explore current learning trends and preferences shaping digital learning design.

- Recognise how learning preferences have evolved over time
- Identify the key learning trends shaping digital learning design
- Apply emerging approaches to design future-ready learning

# Agenda – Day Three

## 01

### Developing Learning Objectives

Write clear and measurable learning objectives that guide effective learning design.

- Write objectives using established frameworks
- Identify and correct common mistakes in poorly written objectives
- Align learning objectives with performance outcomes and business impact

## 02

### Storyboarding for Success

Plan and structure digital learning content before development begins.

- Explain the purpose and value of storyboarding
- Create a structured storyboard to plan content, media, and interactions
- Apply techniques to improve learning flow and development speed

## 03

### Interactivity and Engagement

Design interactive learning that encourages engagement and decision-making.

- Define interactivity and its role in learning design
- Identify different levels of interactivity and when to use them
- Design scenario-based interactions that support behaviour change

## 04

### Accessibility in Digital Learning

Design digital learning that is inclusive and accessible to all learners.

- Explain key accessibility principles and learner needs
- Apply inclusive design practices to support learners
- Identify accessibility standards and legislation impacting digital learning

# Agenda – Day Four

## 01

### AI in Learning and Development

Explore how AI is shaping learning design, delivery, and the future of L&D.

- Explain how AI is currently used across learning and development
- Identify opportunities and risks associated with using AI in L&D
- Apply practical techniques to support learning design and delivery

## 02

### Evaluating Value and Impact

Evaluate learning to demonstrate impact, effectiveness, and business value.

- Explain different approaches to evaluating effectiveness
- Measure learning impact using performance, behaviour, and business metrics
- Demonstrate value using evidence and data

## 03

### Marketing Your L&D

Promote learning effectively to increase engagement, visibility, and impact.

- Explain why marketing is critical to learning engagement and adoption
- Apply marketing principles to promote learning effectively
- Design learning messages and campaigns that drive participation and impact

## 04

### Visual Design and Multimedia

Apply visual design principles to create clear, engaging, and effective digital learning.

- Apply visual design theory and principles to improve clarity and learner engagement
- Reduce cognitive overload through the use of effective visual and multimedia choices

# Pre-requisites and pre-course work

Basic familiarity with any authoring tool is helpful to relate to the discussions and examples shown, but is not essential to attend the course.

You will not need to use an authoring tool or have any prior specialist software experience.

## All attendees will need:

- Access to PowerPoint
- Access to Zoom with a fully working camera and microphone





The most **comprehensive** and **useful** training course.  
An **exceptional trainer** – their enthusiasm and knowledge was  
impressive and infectious. I have learnt so, so much and  
cannot wait to get started **putting it into practice**.

I have also **learnt so much from other members of the group!**  
Great forum, great course, great trainer. Thank you.

**JANICE CAMPBELL**  
**AIR CHARTER SERVICE**

A really great look at the **theory** behind Instructional Design and eLearning creation. I learned lots of new things, **tips and tricks**, and had existing knowledge confirmed which was great.

Would **definitely recommend** to anyone who places themselves in the eLearning arena. Amazing trainer. Knowledgeable, perfect pace, **wonderfully structured** course. Lots of new **resources and tools** to use in future training. Thank you.

**MATT MCCABE**  
**WD40**



# Omniplex Learning training

Explore our other training courses and accredited diplomas

## articulāte 360

### Articulate Storyline 360

The award-winning Storyline 360 app makes digital learning content creation easy. The possibilities are endless with Storyline. Build immersive and memorable learning experiences with fantastic features like slide layers, triggers and motion paths to create professional and impressive content that engages your learners.

## articulāte 360

### Articulate Rise 360

This training course will provide eLearning developers, instructional designers and subject matter experts with the knowledge and skillset to design, build and distribute their own rapid eLearning programmes using the Articulate 360 software.

## articulāte 360

### Articulate Rise 360 + Storyline

On this practical and hands-on two-day course, our expert trainers will give all the industry tips you need to get more creative with your content. You will learn how to maximise the advanced features of Storyline, in the smartest way possible from gamification to bespoke navigation.

# Omniplex Learning training

Explore our other training courses and accredited diplomas



## Diploma in Instructional Design

An ITOL accredited diploma to master the art of creating memorable learning experiences. Unpack evidence based learning theories, proven frameworks and powerful tools to transform your digital learning content. It's the perfect opportunity to level up your skills and earn an industry-recognised diploma.



## Diploma in Visual Design

Effective visual design can help you clearly communicate ideas, guide learners through material and accelerate knowledge retention. These visuals can be the difference between gaining their full attention or losing their focus instantly. Master effective design principles and equip yourself with proven methods for creating professional and impactful visuals in a range of formats from eBooks to PowerPoints.

## articulāte 360

### Articulate 360 Accessibility

This course specifically aimed at people who are new to accessibility and want to make their Articulate Storyline 360 and Articulate Rise 360 as accessible as possible. We'll also provide an overview of the WCAG 2.1 guidelines and break them down into easy-to-understand summaries.

# Omniplex Learning training

Explore our other training courses and accredited diplomas

## articulāte

### Advanced Storyline

Learn how to fully utilise the advanced features of Storyline, saving you time and effort.

Uncover industry secrets based on what some of the best Storyline designers do to create engaging eLearning without over-complicating the build.

## VYOND

### Vyond

Vyond training sessions designed for a variety of skill levels.


Capturing the attention of today's 'always-on', mobile-first learners is a challenge felt by digital learning professionals globally. Vyond gives everyone, of all skill levels and industries, the capabilities to create dynamic and powerful media.






# Let's talk

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