



**The expert skills and systems training  
you need to empower your learners.**

**The only certified Articulate and Vyond trainers in the UK**



# Diploma in Instructional Design

## Overview

Master the **art** of crafting learning content that captivates and resonates with learners. Dive deep into **cutting-edge theories, frameworks, and tools** designed for impactful digital learning experiences.

Over an **immersive four-day journey**, we'll unpack evidence-based learning theories, empowering you to sculpt unforgettable learning moments. This isn't just another course; it's a **hands-on experience** where you'll actively work on tasks, setting you on a path to earn an **industry-recognised diploma**. Elevate your L&D game and make your mark in the world of digital learning!

Join us and improve experiences for your learners, whilst transforming your future career development.

**This ITOL-accredited course will be assessed through a series of practical activities. There are no formal exams.**

## Course Objectives



**Apply** insightful and practical learning theory principles to design effective learning experiences.



**Evaluate** current learning trends and preferences to create a storyboard for a microlearning module that aligns with learner needs and preferences.



**Design** a comprehensive programme using the ADDIE Model, considering stakeholder needs and communication strategies with SMEs.

# Training Agenda Overview

A 4-day ITOL accredited diploma to master the art of creating memorable learning experiences.

## Day One

- ✓ Introduction to Instructional Design
- ✓ Learning Psychology
- ✓ Stakeholder Management
- ✓ Instructional Design Frameworks
- ✓ Digital Learning Project Management

## Day Two

- ✓ Learning Needs Analysis
- ✓ Understanding Your Audience
- ✓ Learning Trends and Preferences
- ✓ Learning Objectives

## Day Three

- ✓ Storyboarding for Success
- ✓ Content Development
- ✓ Interactivity and Engagement
- ✓ Visual Design and Multimedia

## Day Four

- ✓ Accessibility in Digital Learning
- ✓ AI in Learning and Development
- ✓ Making the most out of your LMS
- ✓ Evaluating Value and Impact
- ✓ Marketing your L&D

# Course Outline

## MODULE ONE

### Introduction to Instructional Design

Learn what instructional design is and why it's essential for creating **effective, memorable** learning experiences.

- Identify **essential roles and skills** in digital learning
- Begin to think like an instructional designer by adopting an instructional designer **mindset**
- Review and **discuss examples** of effective and ineffective course designs

## MODULE TWO

### Learning Psychology

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

- Compare approaches like pedagogy, andragogy, and heutagogy
- Recognise **generational preferences** in adult learning
- Explore psychology theories and **strategies** to enhance learning retention and application

## MODULE THREE

### Stakeholder Management

Strengthen stakeholder management to **improve collaboration** and project outcomes.

- Discuss **common challenges** and how to address them effectively
- Work through common **scenarios** to develop practical approaches for easing stakeholder challenges
- Learn effective strategies to **improve** stakeholder management

# Course Outline

## MODULE FOUR

### Instructional Design Frameworks

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

- Examine the ADDIE Model, iterative SAM models, and Design Thinking
- Understand how each framework supports different stages of the design process
- Discover how to apply these frameworks to **enhance learning outcomes**

## MODULE FIVE

### Digital Learning Project Management

Explore digital learning project management to ensure **smooth project execution** and collaboration.

- Navigate project stages, from kick-off to final review cycles
- Explore **how long** it typically takes to create an eLearning course
- Get **insider tips** from a digital learning agency to optimise project management, with examples

## MODULE SIX

### Learning Needs Analysis

Understand the importance of learning needs analysis (LNA) to **effectively identify** and address training requirements.

- Differentiate between learning needs analysis (LNA) and training needs analysis (TNA)
- Create a comprehensive **question bank**
- Learn the process of **conducting** and **distributing** a needs analysis

# Course Outline

## MODULE SEVEN

### Understanding Your Audience

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

- Recognise different learning **personas** and styles to tailor your content
- Write effective questions for surveys and focus groups to gain insights into **your audience**
- Explore strategies to gain **deeper understanding** of your audience

## MODULE EIGHT

### Learning Trends and Preferences

Explore the **latest trends** in digital learning, focusing on those that began as trends and have evolved into popular preferences.

- Implement **microlearning** and **nanolearning** to boost knowledge retention
- Discover best practices for **gamification**, **video** learning, **skills-based** learning and learning in the flow of work
- Tips on keeping up-to-date

## MODULE NINE

### Learning Objectives

Create meaningful learning experiences by answering the question, "**What's in it for me?**"

- Clarify the difference between learning objectives and outcomes
- Break down **components** for writing effective learning objectives
- **Write and refine** objectives, assessing their clarity and relevance

# Course Outline

## MODULE TEN

### Storyboarding for Success

Learn the fundamentals of **storyboard preparation** to enhance your instructional design process.

- Learn **key steps** for creating a storyboard that outlines **content flow** and activities
- Practice **ideation** to transform dry content into engaging material
- Create a rapid storyboard to **visualise ideas** and streamline the development process

## MODULE ELEVEN

### Content Development

Learn to select the **right authoring tools** based on project goals, mobile needs, and content development factors.

- Discuss different approaches for **mobile learning**
- Insider tips on compression techniques and appropriate formats to **reduce file sizes**
- Discover a clear and organised **folder structure** to speed up the content development process

## MODULE TWELVE

### Interactivity and Engagement

Explore the differences between **push and pull** learning approaches to optimise content delivery.

- Experiment with **levels of interactivity**
- Use **scenario-based learning** and tailored scenarios for real-world context
- Apply **engagement models** and quick techniques to boost learner motivation

# Course Outline

## MODULE THIRTEEN

### Visual Design and Multimedia

Effective visual design is key to engaging learners and **enhancing comprehension**, retention, and navigation.

- See how **strong** visual design boosts comprehension and retention
- Learn **key design principles** like contrast, alignment, and balance
- Discover best practices for **using multimedia** elements to enrich and sustain learner interest

## MODULE FOURTEEN

### Accessibility in Digital Learning

Gain insight into digital accessibility by navigating **legislation** and supporting **diverse learners**.

- Understand key accessibility **laws** and **WCAG**
- Identify pain points by **experiencing inaccessible content** and explore assistive technologies
- Learn to design for **neurodiversity**

## MODULE FIFTEEN

### AI in Learning and Development

Explore various **use cases for AI** in learning, showcasing how it can enhance the educational experience.

- Discuss the **latest research**, advantages and limitations of using generative **AI tools** in learning environments
- Learn about available tools in the market that facilitate the integration of AI into your instructional design



# Course Outline

## MODULE SIXTEEN

### Making the most out of your LMS

Unleash the **potential** of your Learning Management System (LMS) to enhance operational efficiency.

- Explore examples of **what “good” looks like** to leverage your LMS
- Utilise your LMS to cultivate a strong **learning culture**
- Discuss strategies to use your LMS for **social, adaptive, and personalised** learning experiences

## MODULE SEVENTEEN

### Evaluating Value and Impact

Evaluation is key to L&D success. Use **learning analytics** to gain insights into engagement, **value, ROI** and performance.

- Explore the **Kirkpatrick Model** for assessing training effectiveness at multiple levels
- Discover ways to calculate Learning Value vs **Business Value**
- Examine models to measure the return on investment (ROI) of your training programs

## MODULE EIGHTEEN

### Marketing your L&D

Learning and marketing teams share many similarities. Discover how to create a strong **L&D brand** that resonates with your audience.

- Work through examples and techniques of **campaign-based learning**
- Unlock potential by leveraging **L&D Influencers** to amplify your reach
- Strategies for collaborating with Marketing to maintain brand consistency

# Prerequisites and format

It is recommended that you have some experience with authoring tools before attending this course, to relate with some of the discussions and examples shown. It doesn't have to be an Articulate Storyline or Rise 360, any authoring tool experience is welcome. However, someone with no experience could still attend as you don't need to use any authoring software during this course.

## Course format and dates



**Format and delivery:** 4-day instructor-led, Virtual and In-Person sessions available.



**Course Dates:** Check our website for the latest dates [Instructional Design Dates](#)

## Assessment format

You will need to complete the course in full and meet the learning objectives set throughout the course. The learning objectives are measured through various activities and creative challenges (**no formal assessments or exams**). The course is designed to replicate tasks an L&D professional would need to do in your jobs.



The most **comprehensive** and **useful** training course. An **exceptional trainer** – her 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**

Senior IT Trainer, 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**

Instructional Designer, WD40

# Expertise and Credentials

## Your Trainer

**Leena Randhawa, Director of Learning**, has over 11 years of experience in L&D with a true passion for training, eLearning, instructional design, and innovative blended learning frameworks.

As a **Trainer to the Trainers**, she has trained thousands of L&D professionals across diverse industries on **eLearning design** systems and skills. Leena is highly skilled in analysing business, operational, and eLearning needs to create immersive training content that promotes skill development. She champions accessibility in eLearning, consistently striving to bring this essential topic to the forefront of organisational learning agendas.

Working closely with client L&D departments, Leena takes the time to understand their unique challenges, processes, strengths, and weaknesses, helping them cultivate a positive, productive, and **high-performing L&D culture** and team.

## Included in your course



On completion, you will be awarded a **Diploma** certificate from ITOL and Omniplex Learning.



A specially crafted **online library of resources** including a training slides, best practice tips, videos and eLearning examples.



Access to the Omniplex Learning **Support Team** for any questions post-training.



Exclusive access to **networking and learning events** with the Omniplex Learning Training Team and fellow training delegates.



# About ITOL

## Who are ITOL?

The Institute of Training and Occupational Learning (ITOL) is recognised as a **leading professional entity** for trainers and Learning & Development Professionals in the UK. Since being granted 'Institute' status in 2000 by the government, ITOL has established itself as the foremost organisation for all those engaged in the field of training and development.

## Why ITOL?

ITOL deliver independent, external accreditation for training and learning activities of the **highest quality**. This ensures training institutions that partner with them, like Omniplex Learning, are committed to a constant **pursuit of excellence** and uphold the strictest standards of training delivery.

Omniplex Learning partner with ITOL to ensure we provide you, our valued learners, with courses that not only meet but exceed industry standards.

## What does this mean for you?

-  **Quality Assurance**  
Our course has met specific quality standards set by ITOL. This ensures the course content and teaching methodology has met the highest standards of rigor and comprehensiveness.
-  **Recognition**  
ITOL accredited courses are recognised and valued by employers and academic institutions globally, this can enhance professional career advancement, as well as further educational opportunities.
-  **Professional Development**  
Accreditation signifies that you can count this activity towards your Continuing Professional Development (CPD).

# Omniplex Learning Training

Explore our other Training Courses and Accredited Diplomas



Articulate Storyline  
360



Articulate Rise 360



Articulate Rise 360 +  
Storyline



Diploma in  
Instructional Design



Diploma in Visual  
Design



Articulate 360  
Accessibility



Advanced  
Storyline



Vyond



## Let's talk?



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