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

The only certified Articulate and Vyond trainers in the UK

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Diploma in Instructional Design

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.

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

Course Objectives

Create targeted analysis and audience profiling questions using design principles.

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

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

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

Day Two

- Digital Learning Project Management
- Learning Needs Analysis
- Understanding Your Audience
- Learning Trends and Preferences

Day Three

- Developing Learning Objectives
- Storyboarding for Success
- Interactivity and Engagement
- Accessibility in Digital Learning

Day Four

- AI in Learning and Development
- Evaluating Value and Impact
- Marketing your L&D
- Visual Design and Multimedia

Course Outline

MODULE ONE

Introduction to Instructional Design

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

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

MODULE TWO

Learning Psychology

Explore key learning theories and how they inform instructional design decisions.

- Describe key differences between pedagogy, andragogy, and heutagogy
- Explain how motivation, curiosity, and cognitive load influence learning
- Apply techniques to improve learner retention

MODULE THREE

Stakeholder Collaboration

Strengthen collaboration techniques to improve instructional design project outcomes.

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

MODULE FOUR

Instructional Design Frameworks

Explore the role of instructional design frameworks in structuring effective learning solutions.

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

Course Outline

MODULE FIVE

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

MODULE SIX

Learning Needs Analysis

Understand how learning needs analysis supports effective training decisions.

- 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

MODULE SEVEN

Understanding Your Audience

Adopt a learner-centred approach to design impactful and relevant learning experiences.

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

MODULE EIGHT

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 relevant and future-ready learning

Course Outline

MODULE NINE

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

MODULE TEN

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

MODULE ELEVEN

Interactivity and Engagement

Design interactive learning that encourages engagement and decision-making.

○ Define interactivity and explain its role in effective learning design

○ Identify different levels of interactivity and when to use them

○ Design scenario-based interactions that support behaviour change

MODULE TWELVE

Accessibility in Digital Learning

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

○ Explain key accessibility principles and learner needs in digital learning

○ Apply inclusive design practices to support learners

○ Identify accessibility standards and legislation impacting digital learning

Course Outline

MODULE THIRTEEN

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

MODULE FOURTEEN

Evaluating Value and Impact

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

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

MODULE FIFTEEN

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

MODULE SIXTEEN

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

Prerequisites and format

Basic familiarity with any authoring tool is helpful to relate to the discussions and examples shown, but 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

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 Instructional Design Dates.

Assessment format

Assessment is based on participation in practical activities and completion of guided tasks throughout the course. There are no formal exams.

> 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

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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