



Instructional Design Diploma

An ITOL accredited diploma to master the art of creating memorable learning experiences.



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 three-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.

Course Objectives



Apply

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



Evaluate

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



Design

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

Included in the course



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



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



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



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

Day 1 - modules

1

Intro to Instructional Design

Defining Instructional Design and exploring the important roles and skills in digital learning.

2

Learning Psychology

Explore adult learning theory, compare pedagogy and andragogy. Delve into various learning theories and models and examine strategies for enhancing learning retention.

3

Instructional Design Frameworks

Examine various instructional design approaches, including the popular ADDIE Model, the iterative SAM models, and the innovative Design Thinking methodology.

4

Learning Needs Analysis

Understand and address learning needs, LNA vs. TNA distinctions, the L&D cycle and how to tailor your LNAs to utilise effective questioning techniques for a thorough analysis.

5

Stakeholder Management

Enhance SME collaboration and determine when training is the solution to prevent unnecessary content attachment. Look into effective communication strategies for difficult conversations.

6

Digital Learning Project Management

Navigate the digital learning project stages - streamlining review cycles, effective work approaches, expectation management, successful kick-off meetings, and expert project planning & management.

Day 2 - modules

7

Learning Trends and Preferences

Examine modern learning techniques like microlearning, learning nudges, gamification, video learning, social learning, learning in the flow of work, adaptive learning and more

8

Learning Personas

Adopt a learner-centered design approach by understanding different learning personas and learning styles. Effectively engage your target audience through personalised content for more impactful instructional design.

9

Interactivity and Engagement

Create engaging content using scenario-based learning and explore push vs. pull learning approaches. Learn some quick win techniques to keep you learners motivated.

10

Developing Learning Objectives and Outcomes

Address the question "what's in it for me?" to create meaningful learning experiences. Distinguish between Learning Objectives and Learning Outcomes and dissect the key components for effective learning objectives.

11

Storyboarding

Discover the essentials of storyboard preparation, learn the steps to create a comprehensive storyboard, and uncover effective techniques for chunking content to avoid cognitive overload.

Day 3-modules

12

Content Development

Gain insight on what authoring tools to use and when, prototyping strategies, navigating mobile learning, and managing file sizes effectively.

13

Visual Design matters

Understand the significance of capturing your learners' attention with compelling visual design, explore essential graphic design principles, and master the art of creating smart and engaging layouts.

14

Making the most out of Multimedia

Harness the power of audio, leveraging visuals and images, and maximising the impact of video in learning.

15

AI in L&D

Discover the power of AI, in action and explore use cases for AI in learning. Discuss the pros and limitations of using generative AI tools and improve your prompt engineering skills.

16

Accessibility in Digital Learning

Understand digital accessibility, navigating accessibility legislation, considering diverse learners, leveraging assistive technology, and initiating accessibility initiatives.

17

Making the most out of your LMS

Unleash the potential of your LMS, leveraging it for enhanced efficiency, cultivating a learning culture, and facilitating seamless access to learning.

18

Evaluation

Delve into learning analytics, explore the Kirkpatrick Model for assessing training effectiveness, examine the Phillips ROI Model to measure ROI. Understand how to calculate the impact and value of your programmes.

19

Marketing your L&D

Build your L&D brand, capturing learner interest, embracing campaign-based learning, leveraging L&D influencers, and collaborating with your marketing team for enhanced outreach.

20

Next Steps

Plan your ongoing learning and development journey and create an action plan based on what you have learned.

Prerequisites

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 delivery

3-Day Instructor led, Virtual or In-Person Sessions.

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.

Your Trainers

Leena Randhawa, Head of Learning Solutions and Graham Newey, Senior Trainer collectively have close to 25 years of L&D experience. They are both Certified Articulate Trainers and are passionate about sharing the important role Instructional Design has in eLearning. Together they have written and designed this course to showcase the Instructional Design essentials that are required for impactful and valuable eLearning.

They have trained this course to 1,000 L&D professionals and have witnessed firsthand how the course has shaped organisations L&D strategy.



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).

Let's talk?

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