Instructional Design

Deciding what people need to learn

Deciding how to have them learn it
Instructional Design

Bottom line . . . CHANGE

Changing people’s performance – getting people to actually apply what they have learned

Doing as efficiently as possible
Instructional Design

It is a **process** – a systematic way of translating principles of learning into plans for instructional materials and activities

It is also an **art** – there is never one right way of approaching a learning solution . . . there are always new and creative ways to enable learning
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Adding Meat to the Definition

• Is systematic
• Is performance (results) based
• Aims for effectiveness and efficiency
• Includes: planning, developing, evaluating, managing
Instructional Design

*Key Elements*

1. Learners – for whom is program developed?

2. Performance (results) based – objectives

3. How content is best learned – strategies

4. Ways of determining extent of learning -- evaluation