

# WHAT IS INSTRUCTIONAL DESIGN?

AND WHY IS IT SO IMPORTANT RIGHT NOW?

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# What is Instructional Design: A Formal Definition

Instructional Design is a **systemic** and **systematic** process used to design and develop effective and efficient learning materials that are focused on clearly defined learning outcomes.

# **What is Instructional Design: A Less Formal Definition**



Remember that  
teacher who really  
knew their stuff, but  
couldn't get their point  
across?



Remember that  
teacher who really  
knew their stuff, but  
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across?

We help people get  
their point across.





# Unpacking Expert Knowledge



# Unpacking Expert Knowledge

Think of a phone number.



There are two things that people are absolutely convinced they can do despite the fact that they have no professional preparation or practical experience.





Coach.

Teach.

“If telling were teaching, we'd all be so smart we could hardly stand it.”

*Robert Mager*



Instructional Design helps us focus on the learner. It allows us to take the complex knowledge of an expert and break it down and repackage it into a format that is approachable by a novice.

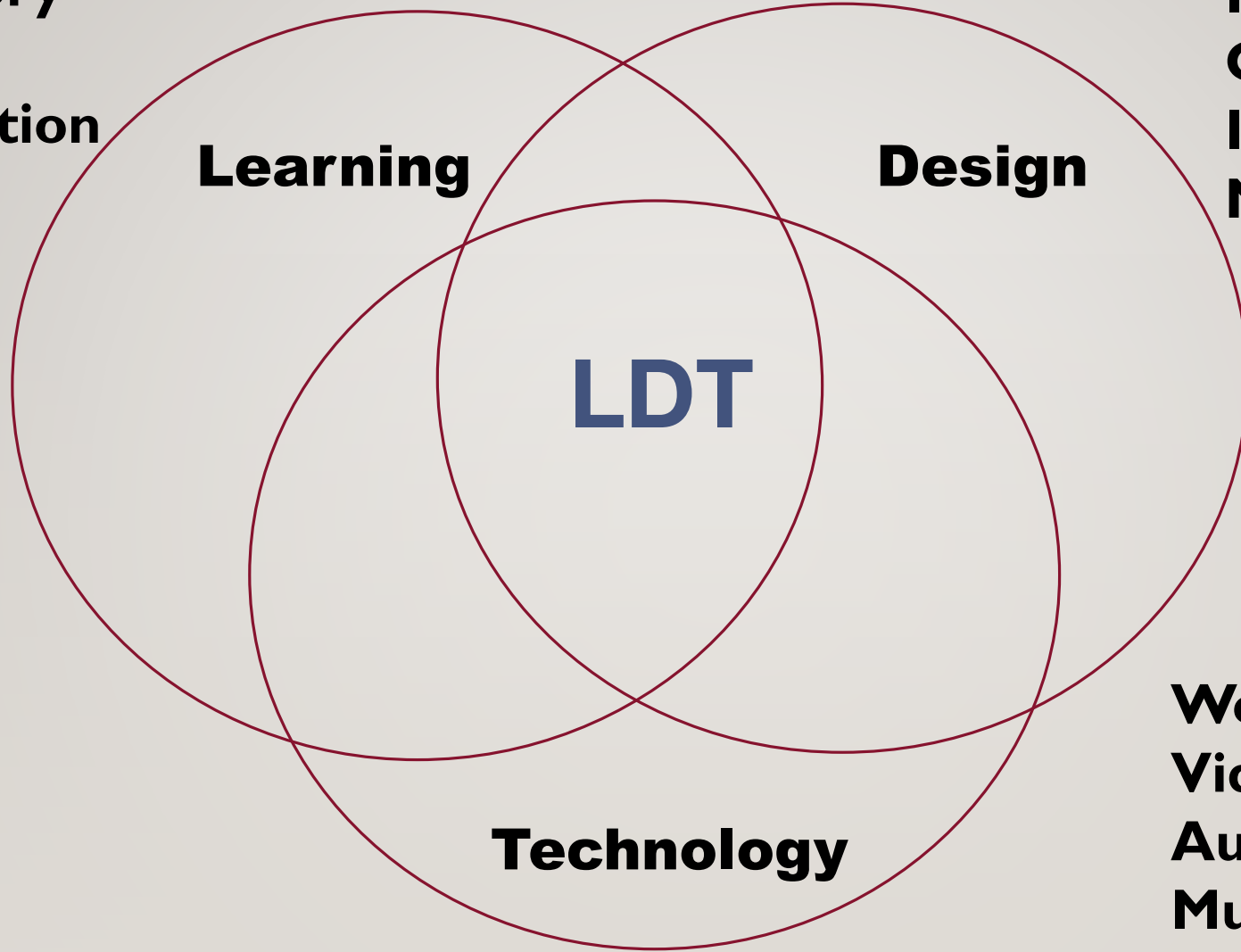
- 1. Analysis skills**
  - Front End Analysis
  - Learner Analysis
  - Content Analysis
- 2. Design Skills**
  - Graphic Design
  - Information Design
  - Instructional Design
- 3. Development Skills**
  - Online Learning
  - In Person Learning
- 4. Implementation Skills**
  - How to make sure people use our materials
- 5. Evaluation Skills**
  - How to measure human learning
  - How to measure project success

# The ADDIE Framework

Learning Design & Technology



**Learning Theory**  
**Assessment**  
**Human Cognition**



**Instructional Design**  
**Graphic Design**  
**Information Design**  
**Multi-Media Design**

**Web Site Design & Dev.**  
**Video Production**  
**Audio Production**  
**Multi-Media Authoring**  
**Not just how but WHY!**

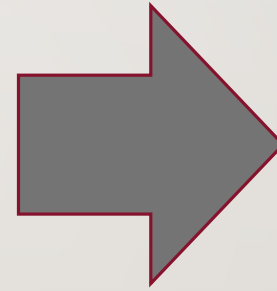




**Learning**

**Design**

**Technology**



**Human  
Learning**

Why is Instructional Design so important right now?



Why is Instructional Design so important right now?

The pandemic.



# A BRIEF AND SKETCHY HISTORY OF INSTRUCTIONAL DESIGN

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- Its always been important. More people know about it now because of the pandemic.
- Technology as device and technology as process
- WW2
- Media Comparison Studies
- **Online Learning**
- An increase in instructional design interest (and jobs) based on online learning

# SOME CLOSING THOUGHTS

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- Instructional Design is one aspect of LDT
  - Technology integration in K12
  - Human Performance Technology
  - Media production, project management, program evaluation, and more
- Instructional Design recognizes its imperfections. It is iterative.
- There is no license to practice instructional design.
- It is a great place for a dilettante.



# QUESTIONS?

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