

INSTRUCTIONAL DESIGN

3 KEY STEPS

TO A SUCCESSFUL E-LEARNING COURSE

Instructional design is the backbone of any successful training course.

The systematic development of instruction affects how well your audience comprehends and retains material. Understanding the learners and determining the most effective way to transfer information to them is crucial to getting the most out of your training investment. This brief outlines the first three steps in the course building cycle to consider when selecting the instructional design that best fits your learning objectives.

1

ANALYSIS AND OUTLINE

- Analyze learner audience characteristics and validate the key training outcomes; define what success means to you.
- Perform task analyses to identify the knowledge and skills required for the training and list related content resources.
- Review source materials to identify any content gaps and work with subject matter experts to resolve those gaps.
- Create learning objectives and overall course structure, including choosing major topics and designing general flow.

2

DESIGN DOCUMENT

- Based on the approved content outline, create a design document that outlines the instructional strategy at the module/chapter/topic levels.
- Finalize the instructional and visual strategy that will be followed for the course at the module/learning object levels.

3

STORYBOARD

- Develop storyboards which show the visual treatments for each screen of the course, including on-screen text, graphics, animations, video and/or audio elements.
- Create storyboards prior to building courses to allow review of layout templates, user interface, content flow and planned interactions.
- Create and update writing guidelines and checklists.
- Collaborate with the ID/Lead Graphic Designer to visualize content.
- Review storyboards for content validity and language integrity and analyze feedback to update.

These three steps are just the start: development & QA, implementation (or deployment) and assessment (or evaluation) finalize your e-learning project and allow you to improve it for future versions.

E-LEARNING COURSE INITIAL DEVELOPMENT PROCESS

Lionbridge has expertise in the full range of instructional design planning, development, QA and deployment. Our approach integrates seamlessly into your course development flow with services and resources for any and all steps of the process—from analysis to globalization. For e-learning content development consultation or additional resources, visit us at: [Lionbridge.com/content-creation-services](https://www.lionbridge.com/content-creation-services)



DEFINE TRAINING OUTCOMES AND LEVEL OF TRAINING

Knowledge | Comprehension | Application | Analysis | Synthesis | Evaluation



IDENTIFY CONTENT TYPES

Facts | Concepts | Procedures | Processes | Principles



IDENTIFY ESSENTIAL CONTENT DEFINITIONS

Steps | Decisions | Examples | Non-Examples | Rules and Consequences



CHOOSE INSTRUCTIONAL STRATEGY

Expository/Exploratory | Progressive Disclosure | Self-Discovery
Case Studies | Simulated Dialogues



CREATE STORYBOARDS

Develop storyboards using the chosen instructional modes and strategies



DETERMINE LOCALIZATION OBJECTIVES

Ensure development plan accommodates the target culture's social, demographic and technical preferences