Instructional design is the backbone of any successful training course. The systematic development of instruction attracts new and repeat audiences, improves retention rates, and expands revenue. 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.

### ANALYSIS AND OUTLINE

1. **Define Training Outcomes and Level of Training**
2. **Choose Instructional Strategy**
3. **Create Storyboards**

### DESIGN DOCUMENT

1. **Create Simplified Storyboards**
2. **Identify Content Types**
3. **Identify Essential Content Definitions**

### STORYBOARD

1. **Develop storyboards that show the visual treatments for each screen of the course, including on-screen text, graphics, animations, video and/or audio elements**
2. **Create and update writing guidelines and checklists**
3. **Collaborate with the ID/Lead Graphic Designer to visualize content**
4. **Review storyboards for content validity and language integrity and analyze feedback to update**

### E-LEARNING COURSE INITIAL DEVELOPMENT PROCESS

- **Define Training Outcomes and Level of Training**
- **Choose Instructional Strategy**
- **Create Storyboards**
- **Define Localization Objectives**

### ANALYSIS AND OUTLINE

- Analyze learner and audience characteristics and validate the key learning outcomes, define instructional objectives.
- Perform task analysis 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 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.

### DESIGN DOCUMENT

- Develop storyboards which show the visual treatments for each screen of the course, including on-screen text, graphics, animations, video and/or audio elements.
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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.