Instructional design is the backbone of any successful training course.

The systematic development of instruction attracts few and requires comprehensive and rationale analysis. Understanding the learners and determining the most effective way to transfer information to them can be the key to meeting your training objectives.

In this brief, we outline the first three steps in the course building cycle to consider when selecting the instructional design that best fits your learning objectives.

### 3 KEY STEPS INSTRUCTIONAL DESIGN TO A SUCCESSFUL E-LEARNING COURSE

1. **Analysis and Outline**
   - Analyze learner and environment characteristics and validate the key training outcomes, deliver and audience.
   - Perform tasks to identify the target audience 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.
   - Develop learning objectives and overall course structure, including choosing major topics and designing general flow.

2. **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.
   - 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.

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   - 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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### E-LEARNING COURSE INITIAL DEVELOPMENT PROCESS

#### DEFINE TRAINING OUTCOMES AND LEVEL OF TRAINING
- Knowledge
- Comprehension
- Application
- Analysis
- Synthesis
- Evaluation

#### CHOOSE INSTRUCTIONAL STRATEGY
- Expository/Exploratory
- Progressive Disclosure
- Self-Discovery
- Case Studies
- Simulated Dialogues

#### IDENTIFY CONTENT TYPES
- Facts
- Concepts
- Procedures
- Processes
- Principles

#### CREATE STORYBOARDS
- Develop storyboards using the chosen instructional modes and strategies

#### DETERMINE LOCALIZATION OBJECTIVES
- Human development guidelines for the target country’s demographics
- Legal requirements
- Cultural and technical preferences

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.

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