CREATIVE INSTRUCTIONAL DESIGN

FEATURING 7 LEARNING STRATEGIES

LEARNING STRATEGIES THAT'LL WORK FOR YOU!

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EIDesign
ENERGISING LEARNING

INTRODUCTION

I discovered Instructional Design accidentally in 2000 and was immediately drawn to the possibilities that it offered.

My basic degree is Electrical Engineering and in my early years as an Instructional Designer, I struggled to make sense out of mountains of theory.

Even tougher was the challenge on how to practically apply this theoretical knowledge on projects.

I have designed this eBook as a Performance Support Tool for Instructional Designers. As a job-aid, it will help them bridge the gap between "theory to application". It provides 7 learning strategies that you can use directly on projects.

These strategies have been applied in our online, off-the-shelf courses InSight for Instructional Designers. You can see the impact of each learning strategy by going through these courses. Details on how you could purchase these courses are available at the end of the eBook.

ACKNOWLEDGMENTS

This eBook is a team effort and reflects contribution of my team members across Instructional Design, Visual Design, Technology and Quality Assurance.

Thanks everyone!

TOP INSTRUCTIONAL DESIGN STRATEGIES AND THEIR APPLICATION

Each of these examples of learning strategies feature:

- Creative Instructional Design
- Learner-centric approaches
- How to use each strategy to convert user experience to "learnability"

What you will be able to do with these inputs:

- Understand the power of each approach
- Learn how exactly can you apply it
- What is the impact that you can create

Learning Strategy

Select each learning strategies to know more.

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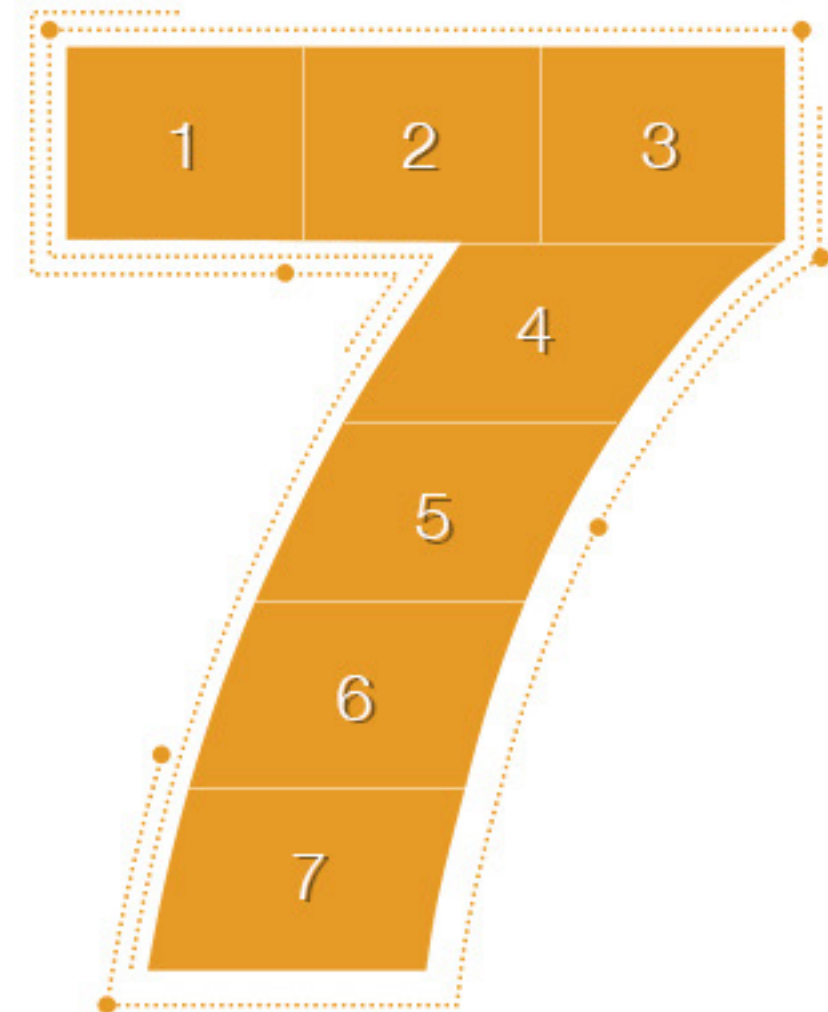
LEARNING STRATEGY 1
STORY BASED LEARNING (WITH LINEAR NARRATIVE)

Reference:

CREATING EFFECTIVE STORYBOARDS

Course from ProductLine inSight on Instructional Design

LEARNING MANDATE

Explain the key components of a storyboard and tips and guidelines for creating an effective storyboard

INSTRUCTIONAL STRATEGY	OUR SOLUTION	OUTCOMES

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INSTRUCTIONAL STRATEGY

Writing a storyboard is one of the primary and essential requirements expected of an Instructional Designer.

How do you present such relevant information in a manner that will enable learners to apply it in an actual work environment? This formed the basis for outlining the storyline for this course.

We have used a story-based approach (a storytorial) as an innovative and engaging strategy to present information that would:

- Serve as a refresher to most IDs in the field
- Enable new IDs to apply the learning to create effective storyboards

The course highlights the key aspects about storyboard creation through the character of Nina, an Instructional Designer who has bagged her first job as an ID:

- The interview process, preceded by the preparation for the interview serves as a tool to refresh the basics of storyboarding.
- Nina's first assignment, after bagging the job, forms the remaining part of the "story" and highlights the key aspects to remember while creating a storyboard.

OUR SOLUTION

A story-based approach or storytorial is an effective tool to engage learners with the content. Who is not interested in a good story? This strategy delivers not just for the K-12 segment but also among adult learners.

Advantages of using a storytorial:

- Grabs and retains learner attention throughout the course
- Learning becomes fun as opposed to meeting a list of objectives
- Establishes the content flow and engages learners at every juncture
- Enables high retention of the concepts covered in the course (the logic being, you will always remember a good story)

7

OUTCOMES

The aim of the course is to ensure that learners imbibe the basics of storyboarding and gain an insight about the key focus areas of a storyboard. A story combined with practical tips and best practices ensures that the information delivered is highly useful, relevant, and easily applicable in an actual work-setting.

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WRITE TO US

PURCHASE

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LEARNING STRATEGY 2
STORY-BASED LEARNING (WITH BRANCHED SCENARIOS)

Reference:

DETERMINING THE RIGHT AUDIO STRATEGY

Course from ProductLine inSight on Instructional Design

LEARNING MANDATE

Explore the different audio strategies available for use and be able to select the strategy that is most relevant to a course.

INSTRUCTIONAL STRATEGY

OUR SOLUTION

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INSTRUCTIONAL STRATEGY

What are the different types of audio strategies that are available to us? How do we determine that a particular strategy is indeed the most relevant or apt for the course? These were the initial thoughts with which we started to structure this course.

Mere listing of the strategies would not have been effective for the learner. We have therefore built this course using a story that includes branching scenarios.

The storyline follows three characters who are takers of eLearning courses with different audio strategies. Their observations, questions, and feedback form the learning path for the course. We have also used two other characters as mentors to guide the "learners" in the story.

The branched scenarios are used to:

- Provide context for the learning
- Provide insights on how to identify the most relevant audio strategy for a course
- Provide tips and best practices on how to use audio effectively in a course

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OUR SOLUTION

Branched scenarios are a good way to present perspectives to the learners. These scenarios allow the learners to interact with the content, make choices, and take one learning path versus the other.
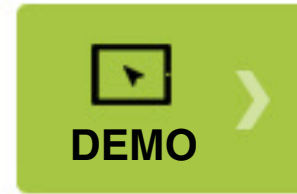
Branched scenarios:

- Make learning engaging, interesting, and interactive
- Challenge the learners to make decisions at specific points in the learning path to take the course forward
- Include appropriate and descriptive feedback on the decisions taken on each scenario checkpoint

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OUTCOMES

The aim of this course is to introduce learners to the different types of audio strategies available for use. More importantly, the goal is to help the learners identify the most relevant and suitable audio strategy in a course.

A storyline that uses branched scenarios is able to involve the learners and provide a realistic context for them so that they can utilize their learning effectively in a real-world setting.

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LEARNING STRATEGY 3
NARRATIVE THROUGH DISCUSSION FEATURING DISCUSSIONS AND ANALYSIS OF DYNAMICS THROUGH DIFFERENT PERSPECTIVES

Reference:

CREATING EFFECTIVE ASSESSMENTS

Course from ProductLine inSight on Instructional Design

LEARNING MANDATE

Define strategies to create effective assessments and highlight the key aspects of an assessment map and types of feedback

INSTRUCTIONAL STRATEGY

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INSTRUCTIONAL STRATEGY

Every eLearning course includes formative and summative assessments. Are there any principles that we need to adhere to while creating assessments? Are these merely questions that evaluate the learning outcomes?

As IDs, we would like answers to some of these basic questions. This course strives to provide these answers through Tim and Brenda, two colleagues who are discussing similar questions and concerns about assessments.

Their discussion and questions form a cohesive and connecting thread for the course.

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OUR SOLUTION

Using a narrator or characters that the learners can relate to enables them imbibe information comfortably and also helps them map it to their routine work.

The characters pose appropriate questions and engage in discussions/conversations. This approach can be used to:
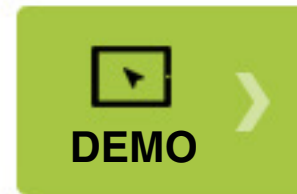
- "Inform" or "introduce" a concept in a screen
- "Summarize" the takeaways of the concept/idea that is presented
- Provide a walk-through on the key learning areas (process, procedure, and so on)
- Provide interactive exercises/pause and think questions

7

OUTCOMES

Through the use of two primary characters, the course is able to logically chunk and provide information about assessments and their types, tips, and guidelines for creating effective questions and providing suitable feedback.

The characters raise and debate on questions that any ID would face in a real-world setting, thereby providing "answers" and clearing concerns on how to write effective assessments for an actual course.

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LEARNING STRATEGY 4
ENTIRE NARRATIVE BASED ON Q&A

Reference:

MLEARNING STRATEGIES.

Course from ProductLine inSight
on Instructional Design

LEARNING MANDATE

Explore mLearning in relation to design
considerations, impact on Instructional
Designers, guidelines, and best practices to
keep in mind while strategizing for the medium

INSTRUCTIONAL STRATEGY

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INSTRUCTIONAL STRATEGY

mLearning, being a relatively unexplored territory, throws up many challenges and questions when designing for the medium, such as:

- What design considerations to keep in mind while creating an mLearning course?
- What are the best practices to follow while migrating a course from eLearning to mLearning?
- What design tips should be utilized for effective mLearning?

These are some questions on everyone's mind. We have used these questions as a platform to dive deeper into the mLearning space.

The questions:

- Set the context for the learning
- Serve as a lead-in to the key aspects that will be covered in a topic
- Mirror specific concerns or challenges that the learners are likely to encounter while designing an mLearning course
- Help define learning outcomes that will provide practical value and solutions to the learners and that can be applied in the actual workplace

7

OUR SOLUTION

The Q&A approach helps in multiple ways:

- Establishes the cognitive flow and the learning path
- Keeps the learning focused and intuitive
- Engages the learners by mirroring their thoughts and concerns and provides solutions for the same
- Breaks down information into logical and precise chunks, making it easier for practical application in the workplace

7

OUTCOMES

The primary goal of this course is to help Instructional Designers in strategizing for mLearning.

Using specific questions about how to design for the medium, the course provides practical solutions, guidelines, and best practices that will act as a reference point for the learners and help them design an effective and engaging mLearning course.

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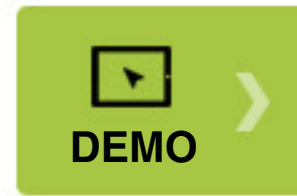
LEARNING STRATEGY 5
CASE STUDY/MASTER SCENARIO FEATURING REAL-WORLD SITUATIONS AND EXAMPLES, ALSO FEATURING GUIDED EXPLORATION AND ACTIVE LEARNING

Reference:
TRAINING NEEDS ANALYSIS
Course from ProductLine inSight
on Instructional Design

LEARNING MANDATE

Describe Training Needs Analysis (TNA) and how to effectively conduct one

| INSTRUCTIONAL STRATEGY | OUR SOLUTION | OUTCOMES |

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INSTRUCTIONAL STRATEGY

As an Instructional Designer, the way you do your preliminary analysis can make or break a course.

Since training needs analysis forms such an important milestone in the creation and development of a course, we felt that it was important to highlight the unique challenges that IDs face while carrying out an analysis.

To do justice to this mandate, we have included several real-life scenarios and examples in the course.

Scenarios and examples help:

- Explain the TNA process
- Establish the context for learning
- Present real-life challenges to learners along with solutions or best practices that help in resolving the issues
- Enable learners to apply the key components of TNA in an actual course

7

OUR SOLUTION

The use of scenarios and examples helps in multiple ways, such as:

- Setting the context
- Making the content plausible, relevant, and realistic
- Engaging learners through dialogs and "stories"
- Making abstract and intangible data interactive through questions, dialogs, checkpoints, and so on
- Reducing information overload
- Acting as an effective reinforcement strategy

OUTCOMES

The primary goal of this course is to present the challenges that most IDs face when doing analysis for a new course.

The scenarios, examples, and interactivities effectively explain the TNA process, the associated challenges, and their solutions, thereby helping the learners understand how to conduct TNA in the actual work environment.

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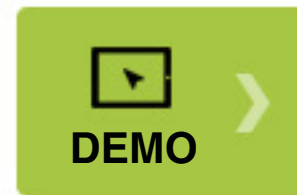
LEARNING STRATEGY 6
SCENARIO BASED LEARNING (SBL) FEATURING MULTIPLE PATHS, EXAMPLES, AND NON-EXAMPLES

Reference:

WRITING EFFECTIVE OBJECTIVES

Course from ProductLine inSight on Instructional Design

LEARNING MANDATE

Establish the need for objectives and how to write effective learning objectives

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INSTRUCTIONAL STRATEGY

Objectives form the basis for any learning. Without objectives, it is difficult to measure the effectiveness of learning. Often, Instructional Designers are accused of coming up with learning objectives that are not really "SMART."

What is the best way to write objectives that not only follow the required taxonomy but also meet the learning mandate effectively? With this focus in mind, this course dives into some best practices and dos and don'ts for writing objectives.

To achieve this focus, we have incorporated detailed scenarios (on the lines of a high-level master scenario) with specific examples and non-examples of objectives.

The course follows the learning path of three young learners and their learning mandate. What type of learning objectives are presented to them and how effective are these objectives form the premise for the learning in this course.

OUR SOLUTION

Examples and non-examples work best when you need to present data that is specific and precise.

Non-examples instantly showcase ways in which a specific process, procedure, or concept should not be treated, thereby highlighting the right way of doing things.
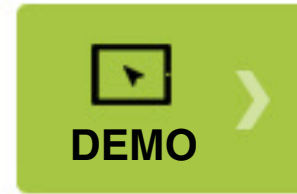
When combined with a contextual scenario, these examples and non-examples become more relevant and realistic. It increases retention of learning, and therefore its effective application in an actual work setting.

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OUTCOMES

After taking this course, learners should be able to construct effective, meaningful, measurable, and relevant objectives.

By intelligently weaving in examples, non-examples, and realistic scenarios, the course transforms a Level 1, highly factual type of content into an interesting and engaging learning experience.

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LEARNING STRATEGY 7
ACTIVE LEARNING APPROACH (WITH EXAMPLES, NON-EXAMPLES, AND INTERACTIVE EXERCISES)

Reference:
INSTRUCTIONAL DESIGN FUNDAMENTALS
Course from ProductLine inSight on Instructional Design

LEARNING MANDATE

Explain the basics of Instructional Design, including some crucial components of its framework such as Bloom's Taxonomy (BT), Revised Bloom's Taxonomy (RBT), and the ADDIE Model

INSTRUCTIONAL STRATEGY   OUR SOLUTION   OUTCOMES

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INSTRUCTIONAL STRATEGY

This course serves as the foundation upon which anyone new to Instructional Design can start constructing his/her knowledge. For IDs with relevant experience, this course serves as a quick refresher on the basic but key components of the Instructional Design framework.

The course uses a simple case study of a fictitious eLearning company as a basis to introduce the Instructional Design framework.

It also includes an "active learning" approach to present the content in a highly exploratory manner to the learner. In this approach, the learner always remains the focal point in the process of learning.

7

OUR SOLUTION

The active learning approach helps in the following ways:

- Engages learners by making the content exploratory
- Provides information highlights in the form of Tips/Remember/ Did You Know?
- Enables learners to interact with the content and evaluate at every juncture in the course
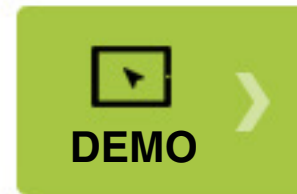
A case study is a great way to establish learning in a real-time setting. Learners are able to relate to the content easily when presented contextually. Learning also becomes relevant and practical when mirrored in a real-life situation.

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OUTCOMES

Instructional Design fundamentals are the foundation for all theoretical concepts essential for designing effective online learning courses.

- The active learning approach helps in presenting abstract content in an engaging manner.
- A case study helps to correlate the concepts to actual situations where application of these concepts would be the prime requirement.

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MORE ABOUT INSIGHT FOR INSTRUCTIONAL DESIGNERS

All the reference courses that you see here are part of our online, off-the-shelf courses for Instructional Designers (ProductLine InSight). The suite:

- Features 15 courses (can be purchased individually or as a suite)
- Runs seamlessly on Tablets and PCs/Laptops
- Is available on the OpenSesame portal (www.opensesame.com) and
- Is also available on Apple App Store
- Can also be customized and localized swiftly

The InSight Suite 1 courses are designed to bridge the gap between "theory" and "application". Each course features a distinct learning design.

Specifically:

1. he theory is supplemented by scenarios, examples,and case studies to enable an easy application in the learner's work environment.
2. Each course features interactive knowledge checks focused on testing Application level cognition. There are end of course assessments to help learners validate their learning through challenging questions (simulating real, work-life challenges).
3. The learners are also equipped with strategies, tips, and best practices that can be readily applied at work.
4. Related but supporting information is available as webliography under "Know-More."

The InSight series is designed to give learning professionals the tools to build a successful career in Instructional Design. With this ammunition, they can quickly learn to apply the training material on the job that would keep them ahead of others.

SUMMARY

Creating a learning aid for Instructional Designers is a tough mandate. I really hope that many of the pointers shared in the eBook will help you apply these on your projects and create effective learning experiences.

For me, this initiative would be a success only if you are able to use this information and excel at work.

As an Instructional Designer myself, I continue to re-invent the way I craft learning experiences. I will shortly be working on my next eBook on Gamification featuring strategies you can use.

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