Applied INSTRUCTIONAL DESIGN ACADEMY

EMPLOYER EDITION

AIDA Curriculum and Syllabus

The business case, the full syllabus and every module outline, ready to share with your manager or HR team.

Page 2 is the one-page business case for your manager. The syllabus and module outlines show exactly what you'd learn and build, phase by phase.

The request letter at the end is for you. Fill in the brackets, then send it with this file.

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The business case for funding an AIDA certification

For managers and HR teams reviewing an employee's professional development request.

WHAT YOUR EMPLOYEE IS ASKING FOR

Approval to enroll in the Applied Instructional Design Academy (AIDA), a self-paced certification in instructional design completed outside working hours. The request typically falls under a tuition reimbursement, tuition assistance, or professional development benefit.

WHAT YOUR ORGANIZATION GAINS

- **In-house training capability.** Your employee learns the full instructional design process: analyzing training needs, writing learning objectives, designing courses, and building e-learning in Articulate Storyline and Rise, the industry-standard tools.
- **Real deliverables during the program.** Students build mentor-reviewed, portfolio-grade projects throughout, so the skills show up at work before the program ends.
- **AI skills your team can use.** Your employee learns to use AI in instructional design work with the LEAD AI Framework, building in Rise AI and Storyline's AI Assistant and checking every output before it ships.
- **Reduced vendor spend.** Industry benchmarks put custom outsourced e-learning at $5,000 or more per finished hour of content. The entire program costs less than a single outsourced course.
- **A credentialed practitioner.** Graduates earn the Applied Instructional Design Certification (AIDC), the AI for Instructional Design badge, and ID Fundamentals, Rise and Storyline badges along the way, each backed by mentor-reviewed work.

PROGRAM FACTS

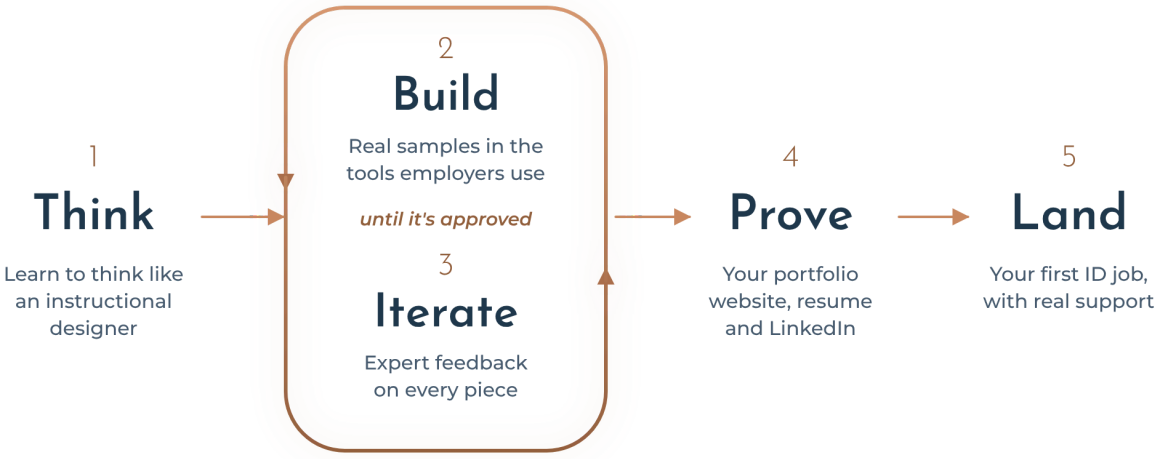
Program	Applied Instructional Design Academy (AIDA)
Provider	Learning Strategy & Design · learningstrategyanddesign.com
Credential	Applied Instructional Design Certification (AIDC), issued through Certifier
Badges	ID Fundamentals, Rise and Storyline, earned along the way, and AI for Instructional Design at the end. Optional electives add Virtual Instructor-Led Training, Vyond Animation and TechSmith Camtasia badges.
Method	The Applied ID Portfolio Method: Think › Build › Iterate › Prove › Land, with every stage producing reviewed, portfolio-grade work
Format	Online and self-paced in AIDA HQ, with live calls every week and mentor review of every submission
Time commitment	About 15 hours per week, outside working hours
Duration	Designed to finish in about 6 months at 15 hours a week, with up to 12 months to complete
Investment	$5,997 paid in full, or 12 monthly payments of $547 ($6,564 total)
Recognition	ATD Pre-Approved Provider. Coursework is eligible for APTD and CPTD recertification points through the Association for Talent Development

Tax treatment: employers can provide up to $5,250 per employee per year in tax-free educational assistance under IRS Section 127. That covers most of AIDA's tuition in a single year.

About the provider. AIDA is led by Jill Davidian, an instructional designer with 20+ years of experience across oil and gas, healthcare, finance, hospitality, and more. Learning Strategy & Design has guided 1,200+ professionals into the instructional design field. Questions? Visit **learningstrategyanddesign.com**.

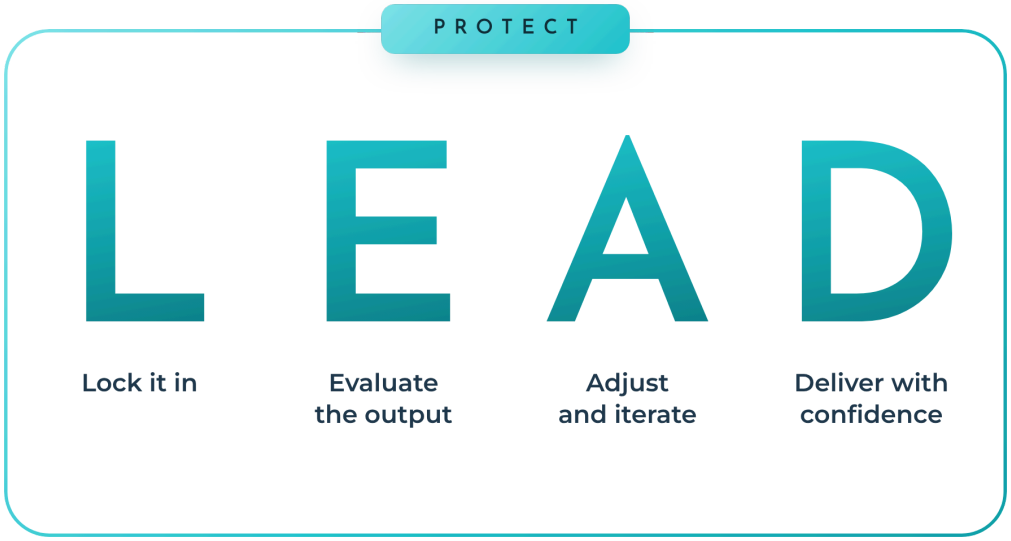
The **Applied ID Portfolio** Method™

FROM LEARNING STRATEGY & DESIGN



The **LEAD** AI Framework™

FROM LEARNING STRATEGY & DESIGN



APPLIED INSTRUCTIONAL DESIGN ACADEMY

PROGRAM SYLLABUS · AIDA

AIDA is one self-paced program, a sequence of nine phases that builds instructional design skill from the foundations to a finished portfolio of mentor-reviewed work. Each phase opens after the one before it is complete. Because members set their own pace, AIDA has no timed agenda. The estimated hours below show about how long each phase takes, and the module outlines break each phase down lesson by lesson.

FORMAT
Self-paced, online
In AIDA HQ

PROGRAM LENGTH
12 months
About 6 months at 15 hours a week

CORE PROGRAM
About 390 hours
Nine phases, in order

LIVE SUPPORT
Live calls every week
Run by AIDA mentors

ASSESSMENT
Mentor-reviewed work
Rubric for every submission

CREDENTIAL
AIDC
Applied Instructional Design Certification

PROGRAM OBJECTIVES

By the end of AIDA, participants will be able to:

1. Apply adult learning principles and established learning theory to design effective training.
2. Analyze a business problem and audience, and write measurable learning objectives aligned to content and assessment.
3. Design and develop interactive eLearning in Articulate Rise 360 and Storyline 360.
4. Write scenario-based assessments that measure performance.
5. Manage an eLearning project through the corporate ID process, including a design document, storyboard and job aid.
6. Use AI tools responsibly in instructional design work and review their output.
7. Present a portfolio of reviewed work samples.

PHASES

#	PHASE	EST. TIME
1	**Onboarding** Set up AIDA HQ, the tools, and a personal pace plan.	2 hrs
2	**ID Fundamentals** How adults learn, the major learning theories, the eight components of effective eLearning, and how to plan a portfolio sample.	7 hrs
3	**AI for IDs** How to work with AI as an instructional designer, using the LEAD AI Framework.	7 hrs
4	**Rise AI** Build a Rise 360 course, evaluate it against the ID Fundamentals standards, and revise it with mentor feedback. First portfolio sample. **Earns: Rise badge**	39 hrs
5	**Content Mapping** Plan the Storyline sample: business problem, audience, objectives, content and assessment, aligned in a content map. **Earns: ID Fundamentals badge**	33 hrs
6	**Intro to Storyline** Articulate Storyline 360 from setup to publishing, then build the Storyline sample.	120 hrs

7	**Visual Design** Visual design principles for eLearning slides.	2 hrs
8	**Advanced Storyline** Scenarios, advanced interactions and scripting, then revise the Storyline sample to portfolio standard. **Earns: Storyline badge**	123 hrs
9	**ID Process** The corporate ID process from training request to closeout, plus a design document, storyboard and job aid. **Earns: AIDC and the AI for Instructional Design badge**	57 hrs
	Core program	**390 hrs**

BADGES AND CREDENTIAL

- ID Fundamentals, Rise and Storyline badges, earned along the way. At the end of the core program, the Applied Instructional Design Certification (AIDC) and the AI for Instructional Design badge. All are issued through Certifier and can be shared on LinkedIn.
- Optional electives: Virtual Instructor-Led Training, Vyond Animation and TechSmith Camtasia, each with its own badge.
- AIDA is an ATD Pre-Approved Provider. Coursework is eligible for APTD and CPTD recertification points.

The Rise and Storyline phases use Articulate 360, which needs its own license.

HOW EVERY MODULE IS DELIVERED

- Self-paced, online, in AIDA HQ, our learning platform. Completion is tracked lesson by lesson.
- Video lessons with written key points, worked examples, job aids, worksheets and a companion guide.
- Live coaching calls every week, run by AIDA mentors (working instructional designers).
- Assignments are reviewed by a mentor against a published rubric. Members revise until the work passes, then move to the next phase.

ID FUNDAMENTALS

AIDA · PHASE 2 OF 9 · ABOUT 7 HOURS

ID Fundamentals covers how adults learn, why so much training falls flat, and the theory and planning steps behind effective eLearning. Everything members build later in AIDA rests on it, and they finish the module ready to plan a portfolio sample.

LEARNING OBJECTIVES

By the end of this module, participants will be able to:

1. Explain what instructional designers do and how training solves a business problem.
2. Distinguish knowledge from skill, and training from learning.
3. Apply cognitive load theory and adult learning principles (andragogy) to design decisions.
4. Use Gagne's Nine Events, Merrill's First Principles and Mayer's multimedia principles to structure learning, and Kirkpatrick's Four Levels to evaluate it.
5. Apply the eight components of effective eLearning.
6. Define a business problem, goal and audience for an eLearning sample.
7. Write measurable learning objectives using Bloom's Taxonomy, and align objectives, content and scenario-based quiz questions.

MODULE AGENDA

Self-paced. Sections are completed in order. Times are video instruction per section, rounded to the minute.

#	SECTION AND LESSONS	TIME
1	**Intro to Instructional Design** What is instructional design, IDs as problem solvers, why there is so much bad training, knowledge vs. skill	20 min
2	**How Our Brains Work** The learning curve, cognitive load theory, the learning journey, training vs. learning	22 min
3	**Learning Facts** Learning is messy, learning involves friction, learning is about change	7 min
4	**The Learning Trifecta** Creating good learning: solve a problem (the what), optimize for how brains work (the how), motivate learners (the why)	17 min
5	**Learning Theory** Andragogy, Gagne's Nine Instructional Events, Merrill's First Principles, Mayer's Multimedia Theory, Kirkpatrick's Four Levels	37 min
6	**Eight Components of Effective eLearning** Learning objectives, sequence and scope, engagement, visual communication, demonstration and practice, visual design, usability, assessment	23 min
7	**Your First Portfolio Sample** Introduction to eLearning and authoring tools, copyright guidelines, citing sources, receiving feedback	26 min
8	**Designing Your First Sample** Planning portfolio samples, choosing a topic, business problem and goal, audience, writing learning objectives, Bloom's Taxonomy, analyzing source content, chunking and sequencing, scenario-based quiz questions, objective, content and assessment alignment	73 min

Hands-on practice and assessed work See below	about 3 hrs
Total estimated time	**about 7 hrs**

PRACTICE AND ASSESSMENT

- Companion guide worksheets and reflections for each section.
- Practice tool: judge sample learning objectives and quiz questions, with feedback.
- The objectives and planning steps from this module are assessed in the next phases, where mentors review the member's Rise course and content map against a rubric.

HOW EVERY MODULE IS DELIVERED

- Self-paced, online, in AIDA HQ, our learning platform. Completion is tracked lesson by lesson.
- Video lessons with written key points, worked examples, job aids, worksheets and a companion guide.
- Live coaching calls every week, run by AIDA mentors (working instructional designers).
- Assignments are reviewed by a mentor against a published rubric. Members revise until the work passes, then move to the next phase.

AI FOR IDS

AIDA · PHASE 3 OF 9 · ABOUT 7 HOURS

AI for IDs teaches members to work with AI as instructional designers, using the LEAD AI Framework: Lock it in, Evaluate the output, Adjust and iterate, Deliver with confidence, and Protect. Members use the framework in every phase after this one, starting with Rise AI.

LEARNING OBJECTIVES

By the end of this module, participants will be able to:

1. Describe the instructional designer's role when working with AI, and where AI fits in the ID process.
2. Apply the LEAD AI Framework to brief an AI tool, evaluate its output and revise it before delivery.
3. Write a clear brief for an AI tool, with the decisions, specifications and context it needs.
4. Revise AI-drafted text so it reads as clear, human writing.
5. Build a project context pack that gives an AI tool the background on a project.
6. Keep an AI Log of what was asked, what was checked and what was changed.
7. Protect privacy and confidential information, and follow governance rules when using AI at work.

MODULE AGENDA

Self-paced. Sections are completed in order. Times are lesson time per section, rounded to the minute.

#	SECTION AND LESSONS	TIME
1	**Your role and the framework** AI is a tool and you're the designer, the LEAD AI Framework	27 min
2	**LEAD in practice** Lock it in (decide, specify, brief), Evaluate (read it like a designer), writing with AI so it sounds human, Adjust and deliver (override it, then own it)	102 min
3	**Working habits** Giving AI a memory with a project context pack, starting an AI Log	60 min
4	**AI at work** What AI-forward L&D teams do, Protect: privacy, confidential information and governance	40 min
	Hands-on practice and assessed work See below	about 3 hrs
	Total estimated time	**about 7 hrs**

PRACTICE AND ASSESSMENT

- Companion guide exercises for each lesson.
- Members start an AI Log here and attach entries to every assessed submission after this phase.
- The framework is assessed in the next phases, where mentors review the AI Log entries submitted with the Rise course and the Storyline sample.

HOW EVERY MODULE IS DELIVERED

- Self-paced, online, in AIDA HQ, our learning platform. Completion is tracked lesson by lesson.
- Video lessons with written key points, worked examples, job aids, worksheets and a companion guide.
- Live coaching calls every week, run by AIDA mentors (working instructional designers).
- Assignments are reviewed by a mentor against a published rubric. Members revise until the work passes, then move to the next phase.

RISE AI

AIDA · PHASE 4 OF 9 · ABOUT 39 HOURS

Members build their first portfolio sample, a Rise 360 course. Rise's built-in AI drafts the course, and members use the LEAD AI Framework to check it and revise it. A mentor reviews a first draft and a final version against the Rise rubric.

LEARNING OBJECTIVES

By the end of this module, participants will be able to:

1. Generate a draft Rise 360 course with Rise AI from a planned topic, audience and learning objectives.
2. Build lessons with text, image and interactive blocks, knowledge checks and a scenario-based final quiz.
3. Build scenarios, and add AI images, text-to-speech and captions.
4. Evaluate an AI-generated draft against the ID Fundamentals standards and revise it.
5. Build an interaction with AI and add it to a Rise code block.
6. Configure, preview, publish and QA a Rise course.
7. Revise a course from mentor feedback in Review 360.

MODULE AGENDA

Self-paced. Sections are completed in order. Times are video instruction per section, rounded to the minute.

#	SECTION AND LESSONS	TIME
1	**Get started** Articulate 360 setup and overview, Rise companion guide, getting inspiration	14 min
2	**Draft with AI** What the Rise course needs, Lock it in: setting up the draft, generating a draft course from the Portfolio Topic Generator's output	4 min
3	**Blocks, knowledge checks and quizzes** Course blocks, text and image blocks, knowledge checks, quizzes, quiz settings	23 min
4	**Interactions** Accordion, tabs, labeled graphic, process, sorting activity, timeline, flashcards	22 min
5	**Scenarios and AI media** Setting up, mapping and organizing Rise scenarios, AI images, text-to-speech and captions, course-wide edits by chat	22 min
6	**Evaluate and adjust** Evaluating the AI draft part by part, Adjust and iterate: fixing the draft	
7	**Publish, QA and first draft review** Course settings, previewing, publishing, QA, submitting the first draft	16 min
8	**Final version** Review 360 comments, implementing feedback, building an interaction with AI for a code block, the Rise AI Tutor, final QA and submission	12 min
9	**Portfolio files** Exporting the Rise sample, saving the editable version	3 min

Hands-on practice and assessed work See below	**about 37 hrs**
Total estimated time	**about 39 hrs**

PRACTICE AND ASSESSMENT

- Assessed work: a Rise 360 course with an introduction and learning objectives, three content lessons, at least three kinds of interaction, a knowledge check, a scenario-based final quiz and a summary lesson.
- A mentor reviews the first draft and the final version against the Rise rubric, including the member's AI Log entries. The member revises until the course passes.
- The final version adds an interaction built with AI in a code block, and the Rise AI Tutor.

BADGE EARNED: RISE

Issued through Certifier when a mentor approves the final Rise course.

HOW EVERY MODULE IS DELIVERED

- Self-paced, online, in AIDA HQ, our learning platform. Completion is tracked lesson by lesson.
- Video lessons with written key points, worked examples, job aids, worksheets and a companion guide.
- Live coaching calls every week, run by AIDA mentors (working instructional designers).
- Assignments are reviewed by a mentor against a published rubric. Members revise until the work passes, then move to the next phase.

CONTENT MAPPING

AIDA · PHASE 5 OF 9 · ABOUT 33 HOURS

Members plan their Storyline sample by hand, one step at a time, using the planning steps from ID Fundamentals. The result is a content map that aligns the business problem, audience, learning objectives, content and scenario-based quiz questions. Once a mentor approves it, it is the blueprint for the Storyline phases.

LEARNING OBJECTIVES

By the end of this module, participants will be able to:

1. Choose a topic that fits a 25-slide Storyline course set in a realistic business.
2. Define a business problem and goal: what is happening now, what should be happening, and the gap between them.
3. Define a specific adult audience at an organization.
4. Write two to four measurable learning objectives, at least one of them terminal.
5. Brainstorm, chunk and sequence content.
6. Write four or five scenario-based quiz questions.
7. Align every objective with the content that teaches it and a quiz question that assesses it.

MODULE AGENDA

Self-paced. Sections are completed in order. Times are video instruction per section, rounded to the minute.

#	SECTION AND LESSONS	TIME
1	**Plan the sample** Topic, business problem and goal, audience, learning objectives, brainstorming, chunking and sequencing content, scenario-based quiz questions, alignment (each step paired with its ID Fundamentals planning lesson)	
2	**QA and submit** Content map QA, the QA checklist, submitting the map for mentor review	11 min
	Hands-on practice and assessed work See below	about 33 hrs
	Total estimated time	**about 33 hrs**

PRACTICE AND ASSESSMENT

- Assessed work: a content map on the Storyline content map template.
- Members check the map with the Content Map Reviewer, an AI review tool, and against the rubric before they submit.
- A mentor reviews the map against the content map rubric. The member revises until it is approved, and Intro to Storyline opens.

BADGE EARNED: ID FUNDAMENTALS

Issued through Certifier when a mentor approves the content map.

HOW EVERY MODULE IS DELIVERED

- Self-paced, online, in AIDA HQ, our learning platform. Completion is tracked lesson by lesson.
- Video lessons with written key points, worked examples, job aids, worksheets and a companion guide.
- Live coaching calls every week, run by AIDA mentors (working instructional designers).
- Assignments are reviewed by a mentor against a published rubric. Members revise until the work passes, then move to the next phase.

INTRO TO STORYLINE

AIDA · PHASE 6 OF 9 · ABOUT 120 HOURS

Members learn Articulate Storyline 360 from setup to publishing by following along with a practice file, then build their own Storyline portfolio sample from the content map they planned in the previous phase.

LEARNING OBJECTIVES

By the end of this module, participants will be able to:

1. Set up and organize a Storyline project with scenes, slides and slide properties.
2. Insert, format, align and animate assets using the timeline.
3. Build interactivity with custom buttons, layers, triggers, states, hotspots and markers.
4. Build custom navigation and reusable template slides.
5. Add, edit and sync narration, background video and instructional video.
6. Build knowledge checks, a graded quiz and a results slide.
7. Configure the player, publish to Review 360, and QA a published module.
8. Develop a complete Storyline eLearning sample that meets the AIDA rubric.

MODULE AGENDA

Self-paced. Sections are completed in order. Times are video instruction per section, rounded to the minute.

#	SECTION AND LESSONS	TIME
1	**Setup** Installing Storyline, opening and saving files, setting up a project, slide size, practice files (1 practice exercise)	47 min
2	**Building Slides** Inserting, formatting, resizing and aligning assets, color themes, the timeline, previewing, duplicating and grouping, icons, animations (10 practice exercises)	330 min
3	**Interactivity** The four parts of interactivity, custom buttons, slide layers and layer properties, triggers, states, click-to-reveal and pop-up interactions, hotspots, markers (7 practice exercises)	244 min
4	**Navigation** Navigation overview, custom navigation, repeatable template slides (1 practice exercise)	46 min
5	**Audio and Video** Adding and editing audio, aligning assets to audio, background video, instructional video (3 practice exercises)	97 min
6	**Knowledge Checks and Quizzes** Knowledge checks, graded quizzes, results slide (3 practice exercises)	101 min
7	**Player** Player features and customization (1 practice exercise)	20 min
8	**Publishing** Publishing to Review 360 (1 practice exercise)	21 min
9	**QA** QAing a Storyline module, troubleshooting	22 min

10	**Build and Submit Your Sample** Build the Storyline sample, QA it, submit it for mentor review	
	Hands-on practice and assessed work See below	**about 105 hrs**
	Total estimated time	**about 120 hrs**

PRACTICE AND ASSESSMENT

- 27 follow-along practice exercises build a complete practice module alongside the lessons.
- Assessed work: the member's own Storyline eLearning sample, built from her content map, QA'd and submitted in AIDA HQ.
- A mentor reviews the sample against the published Storyline rubric. The member revises until it passes.

HOW EVERY MODULE IS DELIVERED

- Self-paced, online, in AIDA HQ, our learning platform. Completion is tracked lesson by lesson.
- Video lessons with written key points, worked examples, job aids, worksheets and a companion guide.
- Live coaching calls every week, run by AIDA mentors (working instructional designers).
- Assignments are reviewed by a mentor against a published rubric. Members revise until the work passes, then move to the next phase.

VISUAL DESIGN

AIDA · PHASE 7 OF 9 · ABOUT 2 HOURS

In eLearning there is no facilitator, so the slides carry the learning. This phase covers the visual design principles that keep slides clear and keep cognitive load down. Members apply them when they finish their Storyline sample in Advanced Storyline.

LEARNING OBJECTIVES

By the end of this module, participants will be able to:

1. Apply contrast, repetition, alignment and proximity to slide layouts.
2. Use color theory and white space to direct the learner's attention.
3. Write and format slide text for readability.
4. Choose imagery and an aspect ratio for eLearning slides.
5. Design buttons and navigation that are easy to use.
6. Apply client or company branding to a clean design.

MODULE AGENDA

Self-paced. Sections are completed in order. Times are video instruction per section, rounded to the minute.

#	SECTION AND LESSONS	TIME
1	**Why visual design matters** Why visual design matters in eLearning	3 min
2	**Visual design principles and theory** Contrast, repetition and consistency, alignment, proximity, color theory, white space	27 min
3	**Developing slides** Slide text, imagery, aspect ratio, buttons and navigation, client and company branding, clean design	25 min
	Hands-on practice and assessed work See below	about 1 hrs
	Total estimated time	**about 2 hrs**

PRACTICE AND ASSESSMENT

- Before-and-after examples for every principle.
- Members apply the principles to their Storyline sample, which a mentor reviews against the Storyline rubric in Advanced Storyline.

HOW EVERY MODULE IS DELIVERED

- Self-paced, online, in AIDA HQ, our learning platform. Completion is tracked lesson by lesson.
- Video lessons with written key points, worked examples, job aids, worksheets and a companion guide.
- Live coaching calls every week, run by AIDA mentors (working instructional designers).
- Assignments are reviewed by a mentor against a published rubric. Members revise until the work passes, then move to the next phase.

ADVANCED STORYLINE

AIDA · PHASE 8 OF 9 · ABOUT 123 HOURS

Members turn their Storyline first draft into a final portfolio sample. They add scenario-based learning, an advanced interaction and narration from their own script, and they use Storyline's AI Assistant on part of the build.

LEARNING OBJECTIVES

By the end of this module, participants will be able to:

1. Plan a branching scenario from a content map.
2. Control slide and layer behavior with motion paths, triggers, conditional triggers and slide properties.
3. Build advanced interactions: branching scenarios, accordions and custom drag-and-drops.
4. Use characters, avatars and caption bubbles for scenario-based learning.
5. Write an eLearning script and add audio to every base layer.
6. Customize knowledge check and quiz review feedback.
7. Use Storyline's AI Assistant to build or fix part of an interaction, and check what it made.
8. Publish a Storyline course to the web for a portfolio.

MODULE AGENDA

Self-paced. Sections are completed in order. Times are video instruction per section, rounded to the minute.

#	SECTION AND LESSONS	TIME
1	**Plan the scenario** Introduction to scenarios, parts of a scenario, branching scenarios, planning a scenario with AI	18 min
2	**Interaction foundations** Speeding up slides for review, motion paths, preventing overlapping audio with layers and triggers, restricting interactions until audio completes, slide and layer properties, highlighting assets timed with audio, hiding the Next button until all layers are visited, Next button troubleshooting	96 min
3	**Scenario and script** Avatars, caption bubbles, revising the sample and adding audio, scriptwriting guidelines, the AIDA script template	46 min
4	**Build the sample's interactions** Conditional triggers, branching scenarios, converting to freeform, drag-and-drop with try again, custom feedback layers, accordions with and without motion paths, decoy objects, quiz review feedback layers	158 min
5	**Storyline's AI Assistant** Building and fixing an advanced interaction with the AI Assistant, small time-savers, AI-written JavaScript (optional)	
6	**Revise and publish** QA, submitting the final sample, publishing Storyline and Rise to the web, exporting course text for the storyboard	7 min
	Hands-on practice and assessed work See below	about 118 hrs
	Total estimated time	**about 123 hrs**

PRACTICE AND ASSESSMENT

- Assessed work: the final Storyline sample, with scenario-based learning, at least one advanced interaction, audio on every base layer, a knowledge check and a scenario-based quiz, plus the script in the AIDA script template and AI Log entries.
- A mentor reviews the sample against the Storyline rubric. The member revises until it passes.

BADGE EARNED: STORYLINE

Issued through Certifier when a mentor approves the final Storyline sample.

HOW EVERY MODULE IS DELIVERED

- Self-paced, online, in AIDA HQ, our learning platform. Completion is tracked lesson by lesson.
- Video lessons with written key points, worked examples, job aids, worksheets and a companion guide.
- Live coaching calls every week, run by AIDA mentors (working instructional designers).
- Assignments are reviewed by a mentor against a published rubric. Members revise until the work passes, then move to the next phase.

INSTRUCTIONAL DESIGN PROCESS

AIDA · PHASE 9 OF 9 · ABOUT 57 HOURS

Members learn how a corporate eLearning project runs from the first training request to closeout, then produce the documents an instructional designer delivers on the job: a design document, a storyboard and a job aid for their own Storyline project.

LEARNING OBJECTIVES

By the end of this module, participants will be able to:

1. Compare the ADDIE and SAM models and describe each phase of a corporate eLearning project.
2. Prepare for and run a project kickoff meeting with stakeholders and SMEs.
3. Conduct needs, learner and task analysis, and build a project timeline.
4. Collect and analyze source content with SMEs, and manage SME and stakeholder feedback through alpha, beta and gold reviews.
5. Choose a delivery method and level of interactivity, and estimate seat time.
6. Write a design document and build a storyboard, including interactions and layers.
7. Create a job aid that supports performance on the job.

MODULE AGENDA

Self-paced. Sections are completed in order. Times are video instruction per section, rounded to the minute.

#	SECTION AND LESSONS	TIME
1	**The ID Process** ID models, ADDIE, SAM, initial training request, kickoff meeting, stakeholders and SMEs, needs, learner and task analysis, project timeline, working with SMEs, source content, delivery methods, four levels of interactivity, design docs and storyboards, prototypes, voiceover scripts, alpha/beta/gold, feedback, evaluation, hand-off and closeout	**119 min**
2	**Design Documents** Design document sections, estimating seat time, create, QA and submit a design document	**15 min**
3	**Storyboards** Storyboard coversheet, building a storyboard, storyboarding interactions and layers, create, QA and submit a storyboard	**19 min**
4	**Job Aids** Supplementary materials, introduction to job aids, two ways to build a job aid (optional Canva lessons, 26 min), job aid best practices, create, QA and submit a job aid	**15 min**
	Hands-on practice and assessed work See below	**about 54 hrs**
	Total estimated time	**about 57 hrs**

PRACTICE AND ASSESSMENT

- Assessed work: a design document, a storyboard and a job aid for the member's Storyline project.
- Each deliverable is QA'd against a checklist, submitted in AIDA HQ and reviewed by a mentor against its rubric. The member revises until each one passes.
- Completing this module completes the core program and earns the Applied Instructional Design Certification (AIDC).

BADGE EARNED: AIDC AND AI FOR INSTRUCTIONAL DESIGN

The Applied Instructional Design Certification (AIDC) and the AI for Instructional Design badge, both issued through Certifier when a mentor approves the ID Process deliverables, which completes the core program.

HOW EVERY MODULE IS DELIVERED

- Self-paced, online, in AIDA HQ, our learning platform. Completion is tracked lesson by lesson.
- Video lessons with written key points, worked examples, job aids, worksheets and a companion guide.
- Live coaching calls every week, run by AIDA mentors (working instructional designers).
- Assignments are reviewed by a mentor against a published rubric. Members revise until the work passes, then move to the next phase.

Get your employer to pay for AIDA

How to use this letter

Did you know many companies set aside money every year for professional development? A lot of it goes unspent because nobody asks.

That money can pay for AIDA. Employers can also provide up to $5,250 per year in tax-free educational assistance (IRS Section 127), so your company may already have a formal program in place.

Five steps:

1. Check your employee handbook or benefits portal for “tuition reimbursement,” “tuition assistance,” or “professional development.” Ask HR if you can’t find it.
2. Get pre-approval before you enroll. Most companies require it.
3. Fill in every [bracket] in the letter and delete anything that doesn’t apply. The section on how AIDA helps your company matters most, so make it specific to your role.
4. Attach the AIDA employer one-pager and the Program Syllabus (they came with this letter) so your manager has the business case in hand. The module outlines are there too if your manager wants the lesson-by-lesson detail.
5. Send it. Or better, ask for 15 minutes and walk your manager through it, then follow up in writing.

You’re asking your company to invest in a skill it needs. Go ask.

[Date]

[Manager's name]
[Manager's title]
[Company name]

Subject: Request for professional development approval

Dear [Manager's first name],

I'd like to request approval to enroll in the Applied Instructional Design Academy (AIDA), a certification program in instructional design, through our [tuition reimbursement / professional development] benefit.

What the program is

AIDA is an online, self-paced certification program from Learning Strategy & Design, led by Jill Davidian, an instructional designer with more than 20 years in the field. The program covers the full instructional design process: analyzing training needs, writing learning objectives, designing courses, and building e-learning in Articulate Storyline and Rise, the industry-standard development tools. It's built on the Applied ID Portfolio Method, a five-stage process (Think, Build, Iterate, Prove, Land) where every stage produces reviewed, portfolio-grade work. It also covers using AI in instructional design work, with Rise AI and Storyline's AI Assistant. Along the way I'd earn ID Fundamentals, Rise and Storyline badges, and graduates earn the Applied Instructional Design Certification (AIDC) and the AI for Instructional Design badge. AIDA is also an ATD Pre-Approved Provider, and coursework is eligible for APTD and CPTD recertification points.

How this benefits [Company]

The skills apply to my work right away. With this training, I could:

- Design and build training in-house that we currently outsource or don't produce at all
- [Add a specific example from your role: onboarding materials, process documentation, compliance training, customer education]
- Apply what I learn immediately, since the program has me building real projects throughout

For context, industry benchmarks put custom outsourced e-learning at $5,000 or more per finished hour of content. The entire program costs less than a single outsourced course.

The details

- Format: online and self-paced, completed outside my working hours (about 15 hours per week), with live calls every week and mentor review of every project
- Duration: designed to finish in about 6 months, with up to 12 months to complete
- Cost: $5,997 paid in full, or 12 monthly payments of $547 ($6,564 total)
- Up to $5,250 of it can be covered tax-free under IRS Section 127, if [Company] offers a qualified educational assistance program

Impact on my work

The program is built for working professionals. I'll complete all coursework outside working hours, and my current responsibilities won't be affected.

My request

I'd like pre-approval to enroll by [date]. I've attached a one-page overview and the program syllabus, and I'm happy to share the module outlines or set up time to discuss.

Thank you for considering this.

Sincerely,

[Your name]