THE APPLIED INSTRUCTIONAL DESIGN ACADEMY CERTIFICATION LEARN FRAMEWORK

LEARNING & STRATEGY Design

NETWORK

You did it! It's now time to claim your badge! There are many networking opportunities built into the program. Share your achievement with other members and the AIDA Success Team. Once your LinkedIn profile, resume, and portfolio are set up, post your badges there, so that you can make the most of your network and GET PAID WORK!

LEARN

Learn best practices that apply to authoring tools, theories, the instructional design process, and skills you need to be successful in this field. Practice and implement skills to deepen your learning.

Applied Instructional Design Certification issued by Credly and integrated with LinkedIn

APPLY

Apply what you learn by developing a simulated project or incorporating best practices into your samples' design. Consider how you may exercise your newfound skills to enhance your portfolio samples overall.

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REVISE

Implement feedback to strengthen your skills and demonstrate strong instructional design in your portfolio samples. Reflect on what you have already designed and developed in the program, and why you made certain decisions, so that you can improve for the future and become an even better instructional designer.

EXAMINE

Deconstruct, analyze, examine and reflect on real-life samples to identify good and bad design and development techniques, best practices, and ways to achieve engaging learning experiences.

Badges:
- ID Fundamentals
- Rise
- Storyline (LEARN framework)
- e-Learning Development
- ID Process (LEARN framework)
- Applied Instructional Design Certification
- Optional Elective badges: Camtasia, Vyond, and Virtual Instructor-Led Training (can be purchased after earning certification)

Structure:
- Self-paced program with customized plan & accountability
- Access to Articulate 360 Tools - Storyline and Rise.
- Structured assignments & projects simulated to reflect real-client work
- Detailed feedback on samples with opportunities to improve, revise and ensure best practices
- Rubrics and checklists to support learning

APPLIED INSTRUCTIONAL DESIGN ACADEMY
PROPRIETARY CERTIFICATION LEVELS AND STEP-BY-STEP PLAN

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Storyline

01 LEARN *
- Storyline training and practice in the AIDA Training Portal
- Plan and develop first Storyline sample to meet standards required to get an ID job

02 EXAMINE
- Review and deconstruct existing e-Learning courses to deepen understand of visual design principles
- Reflect on good and bad e-Learning

03 APPLY *
- Develop an e-Learning module from a storyboard
- Expand skills with the authoring tool

04 REVISE *
- Improve your sample by incorporating everything you have learned and implementing feedback
- Finishing touches on development deliverable for portfolio with additional coach review

05 NETWORK
- Network inside and outside the program
- Share your badge with the community and on LinkedIn and add skills to Resume

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Every level includes Clear Requirements, QA/Rubric Checklists, Extensive Feedback, Revision Opportunities

Optional Badges *
Camtasia
Vyond
Virtual Instructor Led Training

Electives can be purchased after certification is earned.

7-8 Coaching Calls / Week
Success Pod of ~10 Members
Personal Success Advisor

Get timely answers
Learn from others
Opportunities to reflect

*Indicates extensive feedback from an ID mentor is given on samples / projects at this phase

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ID Process

01 LEARN
- Deep dive into the Instructional Design Process and best practices

02 EXAMINE *
- Examine design documents used for ID projects
- Draft a design document for your portfolio sample

03 APPLY *
- Examine storyboards used for ID projects
- Draft a storyboard for your portfolio sample

04 REVISE *
- Improve design docs and storyboard for your portfolio
- Finishing touches on your portfolio sample

05 NETWORK
- Start building your portfolio with your samples
- Start working on LinkedIn and Resume
- Network inside and outside program

THE APPLIED INSTRUCTIONAL DESIGN ACADEMY SYLLABUS

e-Learning

LEARNING

- Rise 360
- Storyline 360
- Components of an e-Learning course
- Visual communication
- Visual design principles
- 4 elements of good learning design
- Usability
- Introduction to interactivity
- Instructional and engagement activities for
- e-Learning
- Finding and using images
- Branching scenarios
- Audio recording and narration best practices
- Quizzing best practices
- Software simulations
- Scriptwriting for e-Learning
- QA'ing your course
- Preparing your sample for your Storyline Coach Review

RESOURCES

- Source Content Library (content to create your samples from)
- Example completed Storyline courses
- Sample topic ideas
- Templates
- Checklists
- Rubrics

Instructional Design

LEARNING

- Learning theories
- Adult learning principles
- Writing learning objectives
- ADDIE Model
- SAM Model
- AGILE Model
- Key Activities and Deliverables
- Deciding on course delivery method
- Deciding which content to include
- Outlining your course
- Organizing and sequencing your content
- Writing a design document
- Storyboarding for e-Learning
- e-Learning QA checklist
- Planning your project
- Who is involved in an ID project?
- The kick off meeting
- Audience analysis
- Needs analysis
- Collecting your source content
- Project timelines
- Estimating seat time for e-Learning
- Stakeholder reviews
- Creating a prototype
- Learning Management Systems and SCORM compliance
- Sending files and closing out the project

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