



practical Instructional Design (pID)

A fast paced, dynamic practical course where instructional design models, theories and approaches are explored and applied to eLearning courseware through a series of exercises and activities. This practical course focuses on providing examples of how instructional design is best applied to designing effective eLearning.

You will explore 5 learning theories; discuss the different learning styles and understand the 5 layers of creating eLearning. During the course you will apply and practice using different approaches from a selection of 20 different instructional approaches that will be discussed, to show you how to make your eLearning come alive.

pID is designed to cover every aspect of creating effective eLearning - understanding your users, screen layout, fonts and animations and all the other detail that goes into designing eLearning! Using a series of exercises and activities you will build different elements of a course: including the templates and navigational layout, while understanding the implication of every decision you take.

Finally you will recreate your course with Mobile and Social learning in mind and discover the differences required for emerging modern deliveries.

Learning Objectives

- Awareness of basic principles of Design Theory
- Understand the differences between classroom and 'e'
- Explore learning approaches
- Understand the science of association
- Be able to implement the experiential side of learning
- Awareness of the new technologies and how they affect design

Course Content

Day one

- Intuitive training or planned content?
- Understand the difference between class and 'e'
- What will your learner do and what will they not?
- Major theory analysis
- Instructional approaches
- Build a course with layers of learning
- Template considerations and flow of material
- Experiential build



Day two

- The science of association
- Using text to enhance learning
- Design screens that work
- Creative Advantage
- Assessments
- New technologies, mobile and social

Who Will Benefit?

Those who are starting out or already responsible for designing and developing eLearning – Learning Consultants and Advisers, Trainers, Instructional Designers and eLearning initiates.

While no previous knowledge or experience of ID – layout - design and/or eLearning is necessary, the module is designed to cover knowledge, challenges and best practice of learning design across all levels.

Your Trainer



Neil Lasher. The Learning Coach's managing partner is a well know Instructional Design author and trainer. He has served on the board of the eLearning Network, the Global Network of ASTD UK, is an advisor to the Learning and Performance Institute and a Trainer for London 2012.

A leading consultant in the learning world and pioneer of eLearning and mLearning, building capability and improving performance. Neil is a regular well-known International speaker at conferences including Learning Technologies, Learning Solutions, Learning Live, DevLearn and mLearnCon and works to ensure technology is meeting the needs of users worldwide. Neil lives in London and has worked with clients across 5 continents.

Delivery, Schedules & Costs

Delivered both 'In-company' and as an 'Open' module, numbers are limited to ensure that individual issues and challenges can be addressed.

In-company modules are customised to your requirement. Please contact us to find out more about schedules and costs.