Evaluate real-world projects and work with expert facilitators to master the instructional design required to create impactful learning solutions. Become an ATD Master Instructional Designer.

The role of an instructional designer is evolving, expanding, and becoming more in demand than ever. Once seen as a planner of learning events for typical classroom programs with a short set of defined tasks (such as analyzing needs, writing learning objectives, and evaluating learning programs), instructional designers now need an expanded skill set. These now-essential skills include business acumen, consultative approaches, design approaches based on learning sciences, and technological expertise. Designers must pivot between designing for multiple modalities such as face-to-face, e-learning, and virtual as well as implement learning solutions via multiple media streams such as e-learning modules, learning management systems, podcasts, mobile apps, videos, infographics, and animated shorts. Armed with a broader skillset, instructional designers have the flexibility to be a jack-of-all-trades and a vital strategic resource for organizations.

In this eight-week, blended program, you will actively participate in an online cohort. Each week you will complete self-directed work and participate in online discussions on our learning platform. During weeks one, three, five, and seven, you’ll come together with your cohort and facilitator in live-online virtual sessions. As you work through the course content, you’ll complete four deliverables to comprise a final learning project. The project is based on real-work experience and will be suitable for your professional portfolio upon successful completion.

Earn the Master Instructional Designer Designation and digital badge after:

- Completing all online modules
- Completing all course assignments
- Attending all live online sessions in full
- Successfully completing all deliverables in the assessed Final Learning Project

Show, share, and socialize your skills and achievements with ATD’s digital badging program. Successful participants of this program will earn the ATD Master Instructional Designer certificate and digital badge.
Aligned to the Talent Development Capability Model™, this advanced-level program covers the process for designing learning solutions, ensuring that you are a valued strategic partner, and aligning the learning solutions to meet the stakeholder’s business objectives.

**In this program, you will:**

- Develop and demonstrate mastery of instructional design through a multipart real-world project, including individualized feedback and analysis.
- Gain six months of free access to ATD’s comprehensive Talent Development Body of Knowledge (TDBoK)™ and receive tools, resources, and templates and tools to use on the job.
- Receive personalized feedback from your facilitator and peers.
- Earn the industry-recognized ATD Master Instructional Designer designation and digital badge.
- Accelerate your pathway toward achieving the Associate Professional in Talent Development (APTD)™ or the Certified Professional in Talent Development (CPTD)™ certification.

**After this program, you will be able to:**

- Use instructional design models to develop learning solutions that change behavior and improve performance.
- Assess factors that will shape your design.
- Use research and evidence-based practices to make key design decisions.
- Write measurable learning objectives that describe desired results.
- Use a collaborative approach with stakeholders and subject matter experts for curating, creating, and reviewing content.
- Design learning solutions that leverage adult learning theories, incorporate brain science, and address the needs of the learners and the organization.
- Use various modalities such as formal classroom training, virtual classroom training, blended learning, online learning, and informal approaches.
- Make decisions to reach learning outcomes across all modalities.
- Use storyboards, prototypes, design documents, and design thinking approaches to illustrate your designs early in the design process to key stakeholders.
- Manage training course production and quality assurance.
- Create a plan to assess effectiveness for the course launch.
- Identify appropriate evaluation techniques to connect and communicate the business impact of your learning solutions.
Who Should Attend

This program is ideal for experienced talent development professionals ready to boost their competency, capability, and confidence in instructional design.

Eligibility Criteria

To ensure you gain the most from this advanced-level program, participants must have a:

- Minimum of three years in the instructional design profession
- Solid understanding of instructional design principles and terms
- Demonstrated knowledge and application of various instructional design models
- Strong background in traditional instructional design tasks, which could include conducting needs assessments, writing effective learning objectives, structuring content, developing learning materials, implementing training solutions, and evaluating learning impact
- Awareness of design considerations for a variety of modalities (for instance, traditional classroom, virtual classroom, and e-learning)
- Completion of a foundational ATD certificate program (preferred, not required)
COURSE OVERVIEW

**Week 1: Introduction and Instructional Design Models**
- Meet the Team
- Self-Assessment Activity
- Instructional Design Terminology
- Instructional Design Models
- Introduction to the Learning Project
- Week 1 Live Online Synchronous Session

**Week 2: Needs Assessment Approaches**
- Analyze Factors That Will Shape Your Design
- Technology Ecosystem Deep Dive Discussion
- Present Results of Your Needs Assessment
- Plan for Evaluation
- Perform Analysis and Present Results Activity
- Learning Project Deliverable #1

**Week 3: Learning Objectives and Design Decisions**
- Learning Objectives Versus Learning Outcomes
- Models for Writing Learning Objectives
- Design Considerations
- Motivation Versus Knowledge Deep Dive Activity
- Format of Course and Design Documents
- Buzzwords Activity
- Week 3 Live Online Synchronous Session

**Week 4: Collaboration and Visual Representations**
- Approaches to Illustrate Designs
- Tools to Illustrate Designs
- Digital Considerations Discussion
- Promote Collaborative Partnerships
- Gaining Buy-In, Agreement, and Support Deep Dive Discussion
- Working With SMEs
- Asking for and Managing Feedback
- Provide and Implement Feedback Activity
- Learning Project Deliverable #2

**Week 5: Formal and Informal Approaches**
- Content Development Considerations
  - Cultural Awareness
  - Translations
  - Accessibility
  - Ethical Considerations
  - Copyright Law
  - Diversity and Inclusion
- Writing and Instructional Design
- Editing Activity
- Revision Deep Dive Activity
- Blended Learning Experiences
- Formative Evaluation
- Writing Activity
- Week 5 Live Online Synchronous Session
Week 6: Technology Alignment

- Using Technology to Build Materials
- Tool Selection Activity
- Curate Instructional Content
- Curate With Copyright in Mind Discussion Activity
- Technology Readiness
- Platforms, Hosting, and Tracking Services Deep Dive Discussion
- Technology Checklist
- Emerging Technologies
- Build Learning Materials
- Learning Project Deliverable #3

Week 7: Quality Assurance

- Create a Rollout Plan
- Manage Production Discussion Activity
- Manage Stakeholders and SMEs
- Feedback and Approval Process Activity
- Pilot the Course
- Week 7 Live Online Synchronous Session

Week 8: Impact Measurement and Future Readiness

- Models and Methods to Evaluate Impact
- What Level Is This? Activity
- Data Collection Methods
- Measurement Approaches Activity
- Analyze and Interpret Data
- Present Business Results Deep Dive Activity
- Act on Results Deep Dive Activity
- Future Readiness
- Learning Project Deliverable #4

Additional Tools and Resources

- Six months of access to the TDBoK
- Instructional Design Self-Assessment
- Curated articles on talent development and instructional design
- ATD Instructional Design Learning Project Rubric
- Templates and tools to assist in writing effective learning objectives, laying out content designs, and efficiently eliciting feedback from stakeholders and SMEs
- Many job aids and templates to assist in writing effective learning objectives, laying out content designs, and efficiently eliciting feedback from stakeholders and SMEs

What Participants Are Saying

“This program is an excellent way to challenge yourself while solidifying instructional design concepts and theory. ATD always presents great learning opportunities. I felt that this course would benefit me and the organization I work for.”

—Troy Kindle, Master Instructional Designer
RESOURCE SAMPLE

Sample Course Maintenance Plan

Consider using this checklist to support your plan.

The Resources Needed column may include tools such as development software, learner access to technology, and communication platforms; and roles such as clients, subject matter experts (SMEs), learners, and instructional designers and developers. Write “not applicable” if changes aren’t needed.

As an instructional designer, you may not have direct control over all items on the maintenance plan; however, as a valued partner to your organization and clients, you should audit their effectiveness and make recommendations.

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<tr>
<th>Course Name</th>
<th>Review Timeframe</th>
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<tr>
<th>Instructional Designer</th>
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<th>Instructional Design Tasks</th>
<th>Resources Needed</th>
<th>Est. Start Date</th>
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<td>Revisit analysis</td>
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<td>Revise instructional objectives</td>
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<td>Update delivery modality</td>
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<td>Edit design plan</td>
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<td>Modify evaluation plan</td>
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<td>Learning Materials and Tools</td>
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<td>Visual materials (e.g., PowerPoint slides, infographics, and wall charts)</td>
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<td>Interactive experiences/practice activities</td>
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<td>E-learning content</td>
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<td>Scripts (e.g., supporting audio or video resources)</td>
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<td>Participant guides/materials (e.g., downloads or handouts)</td>
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<td>Job aids</td>
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<td>Performance support tools</td>
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<td>Facilitator guides</td>
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<td>Learning management system components</td>
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<td>Information sharing sites (e.g., policy and procedure document management and storage)</td>
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<td>Communication platforms (e.g., asynchronous and synchronous collaboration tools)</td>
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Why Choose ATD as Your Professional Development Resource?

During the last 75 years, our mission has been to empower talent development professionals with the knowledge and skills they need to be successful and remain competitive. We accomplish this by providing learning that sticks and leads to measurable results in your on-the-job performance.

What You Can Expect From an ATD Course

- Research- and competency-based learning with applied adult learning principles
- Hands-on practical activities
- An engaging environment that builds confidence and makes learning personally relevant
- Actionable take-home materials to ensure real application back at work

Organizations Have Trained With Us

900+
Course Topics

Countries With an ATD Presence

120+

Professionals Have Learned With ATD Education

150,000+

Ready to Get Started?

Register by Phone or Get a Consultation

Not sure what to take? Call a professional development specialist to help you enroll. They can give you course recommendations based on your learning goals and your role.

Call: 855.404.2783
Visit: td.org/MasterInstructionalDesignerCert

Register Online

- Visit td.org/MasterInstructionalDesignerCert
- Choose your preferred dates and times.
- Click Enroll.
- Follow the cart and checkout prompts.

Register a Team/On-Site Training

Interested in bringing a course to your company as an on-site learning event?

Call: 888.816.7813
Email: enterprise@td.org

We Are Here to Help You and Your Team Learn, Grow, and Improve!