



E-Learning Instructional Design Certificate

Design e-learning courses that drive results.

REGISTER



Certificate of Completion



Face-to-Face and Live Online Course



2 Days to Complete or 16 Hours Online



On-Site Offerings Available

Learn to design individualized, asynchronous e-learning courses using the **ATD E-Learning Design Model** for effective e-learning. Explore fundamental instructional design tenets from the perspective of creating e-learning. Practice applying these discoveries in designs and learn to incorporate what works into your own projects.

Gain the skills to develop effective instructional design for asynchronous e-learning. Based on examples from organizations that have implemented successful online learning, the course will share how successful instructional design for e-learning motivates learners to examine and adjust their behavior.

**Did I enable the learner to...
SOLVE A PROBLEM?**



Our E-Learning Course Model

Process the information?

Provide opportunities to take in the information into long-term memory.

Practice it for themselves?

Practice opportunities should be given to the learner as often as possible for important tasks.

Prove they can do it?

Provide the opportunity for learners to perform tasks unsupported by extrinsic guidance to demonstrate mastery.

Perform it on the job?

Perform means that the learner has been equipped well enough to transfer what they learned in training back to the job.





Derived From ATD Research

ATD's E-Learning Instructional Design Certificate program follows the key knowledge and actions successful e-learning instructional designers must follow, as defined by research. You'll learn to overcome instructional design challenges in any industry and apply effective e-learning design principles to individualized courses, tutorials, and other e-learning modules.

In this program, you will:

- Gain practical experience applying the ATD E-Learning Design Model.
- Apply instructional design principles to e-learning design in a purposeful way.
- Explore ways to present, structure, and sequence content that is learner-centric.
- Learn a variety of techniques for enhancing learning motivation and commitment.

After this program you will be able to:

- Develop an evidence-based instructional design strategy that encourages changes in behavior and performance.
- Design e-learning experiences using the ATD E-Learning Design Model.
- Create design planning and design tools that effectively describe the course structure to stakeholders and the course design to developers.
- Create an e-learning interface design influenced by learner experience design principles.
- Engage in accuracy and technical quality review.

Related Learning Offerings

Adaptive Learning Certificate

Deliver better outcomes using personalized, mastery-based learning.

Articulate Storyline

Create interactive, engaging e-learning simply and swiftly.

ATD Master E-Learning Instructional Designer Program

Prove your design capacity. Elevate the impact of your e-learning solutions. Create performance-changing learning.

Designing Visuals for Learning Certificate

Produce extraordinary visual learning materials that get results.

Writing for Instructional Design and Training Certificate

Improve the quality of your learning programs through engaging writing.





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COURSE OVERVIEW

MODULE 1

Underlying Instructional Design Principles

Module 1: Underlying Instructional Design Principles

- **Why E-Learning?**
- **What Is E-Learning?**
- **Organizational Benefits of E-Learning**
- **Learner Benefits of E-Learning**
- **Promoting Learning**
- **First Principles of Instruction**
- **Identify the Principles in Practice Activity**
- **ATD E-Learning Design Model**
- **Model Component Overview**
- **Connect to Theory**
- **Output of Design**
- **Design Document Preview**
- **Storyboard Preview**
- **Identify Needs**
- **Define Performance**
- **Distinguish Knowledge From Performance Activity**
- **Current Performance**
- **Identify Current Performance Activity**
- **Desired Performance**
- **Identify Desired Performance Activity**
- **The Art of the Interview**
- **E-Learning Needs**
- **Learning Objectives**
- **Identify Objectives**
- **Distinguish Enabling Tasks From Terminal Objectives Activity**
- **Anatomy of a Learning Objective**
- **Write Learning Objectives Activity**





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COURSE OVERVIEW

MODULE 2

E-Learning
Instructional Design

Module 2: E-Learning Instructional Design

- **Design Decisions**
- A Tale of Two Lessons Activity
- **Learner-Centric Approach**
- **Challenges With Learner-Centric E-Learning**
- Create Learner-Centric Content Activity
- **Problem-Centered Design**
- **Challenges With Problem-Centered E-Learning**
- **Tips for Problem-Centered E-Learning**
- Create Problem-Centric Learning Activity
- **Prepare for Design**
- **Why Commitment Matters**
- **Identify Commitment via the Needs Assessment**
- **Encourage Commitment**
- Design for Learners to Commit Activity
- **“Brain Rules: What Science Says About How We Learn”**
- **Storing and Retrieving Content**
- **Managing Cognitive Load**
- **Structuring Content to Promote Learning**
- **Encouraging Learners to Process**
- Design for Learners to Process Activity
- **Practice-Why Practice Matters**
- **Interactivity**
- Design for Learners to Practice Activity
- **Developing an Evaluation Strategy**
- **Technical Considerations**
- Design for Learners to Prove Activity
- **Types of Performance Support**
- **Developing a Performance-Support Strategy**
- Design for Learners to Perform Activity





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COURSE OVERVIEW

MODULE 3

E-Learning Design Tools—
Design Documents

MODULE 4

E-Learning Design
Tools—Storyboards

Module 3: E-Learning Design Tools—Design Documents

- Design Management Strategy
- What Is a Design Document?
- Design Management
- Creating Design Documents
- What to Include in Design Documents
- Examples of Design Documents
- Challenges With Design Documents
- Create a Design Document Activity

Module 4: E-Learning Design Tools—Storyboards

- Storyboard Process
- Model for a Storyboard Process
- Define and Design the Approach
- Converting Instructor Led Training to E-Learning
- Choose an Approach Activity
- Structure Your E-Learning
- Levels of Structure
- Sequencing and Chunking Content
- Placing Interactivity
- Types of Interactions
- Evaluate or Not
- Tips for Adding Interactivity
- 508 Compliance
- How 508 Influences Your Decisions Activity
- Design the Interface
- Putting the User First
- Interface Trouble Activity
- Anatomy of an Interface Activity
- Laws of User-Experience Design
- Sketch Your Interface Design Activity
- Write the Content
- Considerations for Writing Narration
- Selecting a Narration Strategy
- Using Realistic Language
- Writing for Clarity
- Preparing Scripts for Narration
- Creating Storyboards
- What's in a Storyboard?
- Examples of Storyboards
- Create a Storyboard Activity





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COURSE OVERVIEW

MODULE 5

E-Learning Quality Control

Module 5: E-Learning Quality Control

- Checking for Accuracy
- Quality Control and Quality Assurance
- Categories of Accuracy
- Identify Errors
- Testing Course Functionality
- Quality-Control Strategy for Functionality
- Managing Feedback
- Consistent Feedback Information
- Finding Errors Activity
- Drawing Your E-Learning Module Activity
- Course Conclusions and Reflections Activity

What Participants Are Saying

“ It really shakes the traditional way of approaching training, and by thinking about the feedback as learning occurs, everything becomes more engaging.”

—Steven Catania

E-Learning Instructional Design
Certificate Participant

Additional Tools and Resources

- E-Learning Design Document Template
- E-Learning Storyboard Template
- ATD E-Learning Design Model Job Aid
- ATD E-Learning Instructional Design Model Worksheet
- Sample E-Learning Courses
- Case Study—Supply Suite





RESOURCE SAMPLE

Tips for Learner-Centric E-Learning Program

Here are a few ways to ensure e-learning still has that personalized feel:

- Ensure that your objectives are learner centric before you begin designing. Getting learner-centric objectives requires having those conversations about how learners will use the content.
- Provide content on both how to complete a process and why a learning should complete the process. You can use the information what the “whys” to write relevant examples and stories.
- Give the learner control by letting them select own avatar, order of content, or amount of type of content.
- Create a blended learning approach. Design the e-learning module to serve as the core content and then allow learners to access resources outside the course that are specific to their goal and experience.





Why Choose ATD As Your Professional Development Resource?

Over 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-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

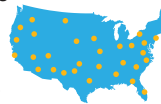
95+
Course Topics



900+
Organizations Have Trained With Us



120+
Countries With an ATD Presence



100,000+
Professionals Have Learned With ATD Education



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: **www.td.org/learningpath**



Register Online

- Visit **[www.td.org/E-Learning InstructionalDesignCertificate](http://www.td.org/E-Learning/InstructionalDesignCertificate)**.
- **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!

