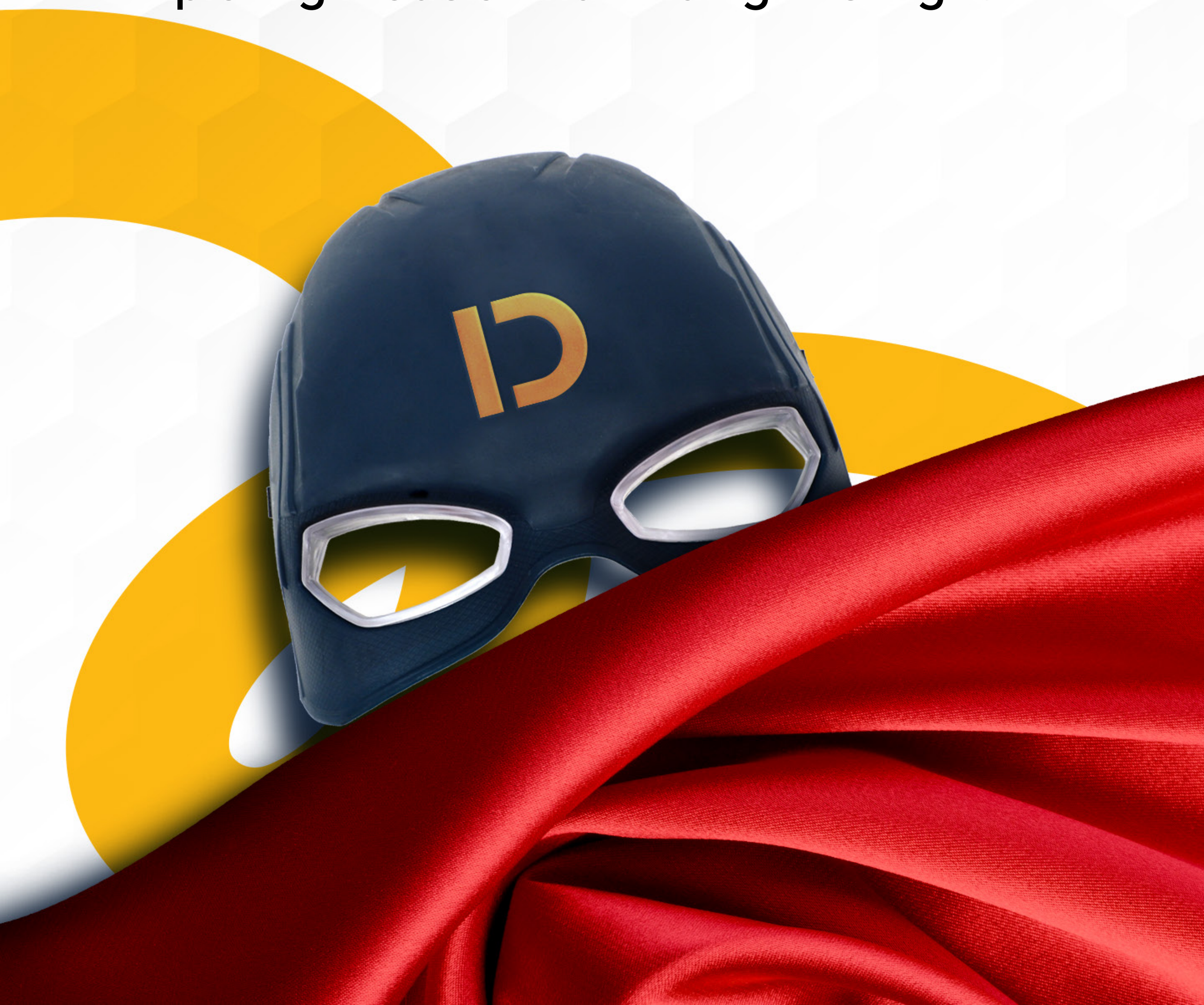
eLearning Industry

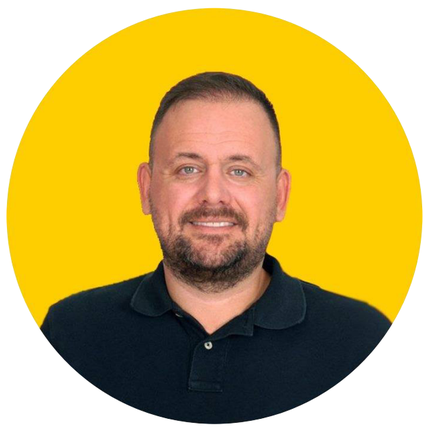
# Becoming An Instructional Design Superhero

## Exploring Models And Finding The Right Mix



# Introduction

The world of Instructional Design is filled with ample opportunities to take innovative development approaches, explore new technologies, and test out fresh methodologies. Thankfully, this field can also accommodate many needs in many settings, whether it's work or school, which gives you a chance to delve into different subject matter along your professional development journey. In this eBook, we will explore everything you need to know about Instructional Design, from its most prominent models to emerging technologies that are expected to take over in the future.



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# Entering The World Of Instructional Design

**Chapter 1**

Chances are that you've noticed when online courses have smooth navigation or help you comprehend complex concepts with ease. The creation of engaging learning experiences is called Instructional Design, and it's all about portraying information in a way that can be effortlessly understood. So, every lesson out there must be carefully crafted to turn every possible subject into digestible knowledge. This process includes creating the foundation for information, connecting paths between lessons, clarifying everything, and minding the needs and goals of learners. Instructional Designers need to study lots of fields to master this art, like psychology, communication, and education, to ensure that learners receive content that's useful and effective in helping them grasp concepts. Let's enter the world of Instructional Design and its models and explore what makes courses extraordinary.





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# The Importance Of Instructional Design

## Education

Behind every successful course at school is the magic of Instructional Design. In classrooms, Instructional Design is what ensures that every student will receive the right amount of information in a way that won't confuse them. This is especially important in education since children often need extra guidance. However, with carefully designed lessons, students no longer struggle or resort to simply memorizing facts and dates, as they participate in lessons that resonate with their age and ways of learning.

## Corporate Training

As far as corporate training is concerned, Instructional Design transforms it into an interesting and meaningful experience. Employees have busy schedules, and the last thing they need is a confusing and boring lesson that takes them away from their daily tasks. Instructional Design brings fun and motivates staffers to really invest in their professional development. Instructional Designers take company goals into consideration, as well as each team member's objectives and needs, and create lessons that resonate with them to improve outcomes.

## Learner Engagement

When learners receive clear and understandable information, they're more likely to enjoy the learning process and participate. Instructional Design can bring innovative elements to courses, ranging from multimedia and virtual content to simulations and group activities that capture learners' attention and keep them interested for as long as the program lasts. So, instead of going for traditional courses that might be lengthy and outdated, educational institutions and companies can turn to Instructional Designers to help ensure that their learners won't get tired and abandon the effort.

## Knowledge Retention

Speaking of fun lessons, it's what helps with memory and knowledge retention. Instructional Designers are fully aware of all the cognitive learning theories and create courses that apply them, guaranteeing that every piece of information learners receive will stay with them for a long time. When knowledge is presented in a way that completely makes sense, in combination with engaging methods and activities, it's easy for learners to recall it when they need it, making the learning process more successful.

## Successful Learning Outcomes

All of the above lead to learners, institutions, and companies achieving their goals because they enjoy effective and purposeful learning programs. With well-designed courses, it's easier for groups of learners to absorb information, process it, keep it, and then apply it in real life. Whether an organization wants to upskill its employees or a classroom needs to learn about math equations, the only solution for successful outcomes is effective Instructional Design.

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# What Are Instructional Design Models?

## Definition

Instructional Design models act like guides for development pros. They show them how to build engaging learning experiences, depending on each model's principles. You can think of them as strategic frameworks that show designers every step to creating successful courses. Without them, there wouldn't be a clear indication of how to create lessons, and every effort to do so would be pointless. Each model has a certain approach, depending on what designers want to achieve with the courses. Sticking to the rules of the selected model ensures that the process is true to its purpose and that learners receive modules that are as effective as possible.

## Practical Application

These models are basically the theory behind Instructional Design, but at some point, they must be put into practice. For example, you decide to work with the Dick and Carey model. You learn its theory by heart until it's time to create courses based on it. Thankfully, every model comes with steps and principles, so it's easier to follow. However, it's not enough to just stick to theory and follow it blindly. It's important to find the right tools, such as Learning Management Systems, that will allow you to unfold your talent and creativity and support the model you choose. Additionally, you should be mindful of context. There are lots of Instructional Design models out there, but not everything fits perfectly with what you want to craft. So, map out your needs, research models, and find the perfect one for you.

# An In-Depth Analysis Of The Dick And Carey Model

**Chapter 2**

The Dick and Carey model of Instructional Design, also known as the systems approach model, focuses on structured lesson planning. It includes 8 principles to help you figure out what to teach and how to teach it. And the best part? These steps are all connected, with some influencing others. Let’s dive into the analysis of the Dick and Carey model and examine its core methodologies.





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## History And Evolution

Back in 1978, a book called *The Systematic Design of Instruction* was published by Walter Dick and Lou Carey. It introduced a model called the Dick and Carey model, which looks at Instructional Design as a system rather than as individual parts. This model believes that all the different elements in the design process work together to produce great outcomes. These elements are context, content, learning, and instruction. According to Dick and Carey, the instructor, learners, materials, instructional activities, delivery system, and learning all contribute to achieving the desired results.

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## The 8 Core Principles

### 1. Systematic Design

When starting to create engaging lessons, design is the first thing that comes to mind. The Dick and Carey model urges you to think systematically at this step, meaning that you must ensure each element has a purpose and contributes to the learning experience. This involves having a structured plan for every course according to its subject matter. So, you need to map out the objectives, organize your content, and carefully choose the strategies you're going to follow during the process. This model doesn't leave anything to chance; instead, it's all about planning and having a clear picture of every step you're going to follow. The result is easily understandable lessons that are enjoyable and informative for learners.

## 2. Analyzing Learner Characteristics

You can't create the perfect course if you don't know your audience. You must thoroughly research and analyze your learners' characteristics to focus every element on them. First, you should consider learner profiles to make the learning experience as tailored as possible and meet the needs and preferences of your audience. For instance, some learners may prefer visual elements, while others are more focused on hands-on approaches. The Dick and Carey model helps you analyze learner characteristics with three methods. The first is through surveys, where you can directly ask learners about their preferences and current knowledge. The other is through observations, meaning that you should observe them to find patterns like who thrives on group projects and who's a solitary learner. Lastly, you can review their past performance to see which types of modules resonate with them.

## 3. Defining Instructional Objectives

Objectives are what guide your Instructional Design process, showing instructors, designers, and learners what they should aim to achieve. But how can you effectively define goals? First, identify the learning outcome, meaning what you want learners to get from this. It can be a new skill, a complex concept, or awareness of a matter. Then, quantify this outcome. For example, if you want learners to understand biases and discrimination, make the goal specific by aiming for learners to identify them, not just comprehend them. Also, don't forget to make your objectives as realistic as possible. They should challenge your learners but still be achievable.

### 4. Organizing Instructional Content

To best organize your content, you need to create a seamless flow with lessons that are logically connected. This way, you're not confusing your learners but guiding them to build a strong foundation of knowledge. A carefully organized course would require you to start with the basics, such as an introductory lesson, and then continue with the core matter while also making certain that each lesson builds on the previous one. Organizing content also involves considering the different ways people learn. Adaptive design, multimodal learning, and personalization are important here, as they allow you to combine different elements, like text, video, and audio, to try and address as many learners' needs as possible.

Do you want to know more about Instructional Design and the different approaches professionals use? Read this chapter to explore the ins and outs of the SAM Instructional Design model and see why it's one of the most agile approaches in the industry.

### 5. Selection Of Instructional Strategies

Once you've figured out everything, choose the strategy that will help you execute your plan. This strategy should take into account different factors, such as instructional theories and learning models, which will help you design and deliver the content in a way that resonates with your learners. You also need to decide on the delivery model that works best for your learners. Do they prefer face-to-face interactions, or are they more comfortable with eLearning modules or written manuals? Once you've picked the delivery model, you can decide how the information will be presented. Use multimedia like videos and images or incorporate interactive features like quizzes and assessments to keep your learners engaged.

## 6. Development And Implementation

Now it’s time to create the main learning content. This is where you take the instructional strategy and develop the actual material that will help learners achieve their performance objectives. It’s like building something from scratch, and you can either start from zero or use existing materials and give them a new twist. Create captivating visuals, interesting slides, and interactive elements, and ensure that you implement them the right way using the appropriate authoring tools.

## 7. Conducting Formative Evaluation

After creating learning material, it's important to make sure it hits the mark before using it. That's where evaluation tests come in. Dick and Carey recommend using three types of formative evaluation to make sure your content is up to date. The first type is one-to-one evaluation, where you test your material with one individual at a time and spot any issues that might only affect one person. The second is small group evaluation. Here, you test your material with a few people at once and identify common issues that might affect a group of people. The third type is field evaluation, where you test your content in real-world settings with a larger group of people. This form of evaluation can help you identify any issues that might have slipped through the cracks in the previous tests.

## 8. Summative Evaluation

According to Dick and Carey's model, the design process actually concludes at the previous step. This step, though, is a post-implementation evaluation of the effectiveness of the learning experience. This is usually handled by an independent evaluator, who takes a closer look at how well the instructional program worked and whether it achieved its intended goals and objectives. So, this stage is all about collecting and analyzing data to figure out how well your program works. This might involve getting feedback from learners, looking at test scores, or conducting surveys and interviews with stakeholders. The ultimate goal here is to identify areas for improvement and make any necessary adjustments to ensure the success of your future efforts.

# Kemp Design Model: The Road To Effective Design Strategies

**Chapter 3**

The Kemp model was introduced in 1994 by three authors–Jerrold Kemp, Gary Morrison, and Steven Ross–in their book Designing Effective Instruction. This book is still popular in its latest, eighth edition, and is widely used in Instructional Design. Unlike other models, such as the Dick and Carey model, the Kemp design model follows a circular structure rather than a linear one. This means that the key elements of the model are interdependent, which offers Instructional Designers a great deal of flexibility. They can start the design process with any of the components or stages rather than being stuck working in a specific order. Below, we examine 9 elements of the Kemp model and see how you can use them to achieve the desired learning outcomes.





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# The 9 Elements Of Kemp's Model

## 1. Identifying Instructional Problems

The first step in designing learning solutions is to identify the root cause of the gaps in learners' performance. Once you pinpoint the problems, you can determine if providing instruction is the best way to address them. For example, if students struggle with a high-stakes exam because of a conflict in schedule with other classes, consider setting another date for the exam to reduce their anxiety. On the other hand, if employees in a company have a hard time handling their conflicts, they are likely in need of training on that matter. In some cases, providing additional instruction may not be the answer, and an alternative solution can be the best way to address a performance issue.

**Kemp's model of Instructional Design emphasizes that your objectives should be exactly what the learner needs to master. The objectives can range from simple tasks like recalling information to complex ones like analyzing or creating something.**

## 2. Defining Learner Characteristics

The next element requires you to get to know your students on a personal level. By understanding their unique backgrounds, prior knowledge, experiences, beliefs, and points of view, you can better tailor your instructional approach to meet the needs of each learner. For instance, if you're designing lessons for college students, you might take a look at test scores and student feedback from the previous semester to gather insights into what worked well and what didn't and to identify areas where students may need extra support. Knowing all this information, you can then create a fun and engaging learning plan that is designed to help students succeed and achieve their goals.

## 3. Creating Clear Objectives

Kemp's model of Instructional Design emphasizes that your objectives should be exactly what the learner needs to master. The objectives can range from simple tasks like recalling information to complex ones like analyzing or creating something. The important thing is to make sure that your goals are specific, easy to understand, and relevant to what you want the learners to achieve. By setting clear and measurable objectives, you ensure that your learners are on the right track and that you're providing them with the best possible learning experience.

## 4. Developing Assessment Tools

Assessment tools help you evaluate your learner's performance, and creating them is an integral part of the process. These instruments come in different forms, like simple tests or assignments such as projects, writing papers, or even simulations. The choice of the evaluation tool really depends on the insights you want to get from your learners. If you want to know their knowledge retention rate, a simple test might be enough. But a project might be more effective if you want to check out their creativity or problem-solving skills. Ultimately, your goal is to make certain that learners can show you if they've achieved their learning goals and how much they're growing.

## 5. Selecting Instructional Strategies

This element is all about choosing the most suitable methods for achieving learner objectives. When it comes to Instructional Design, there are many ways to convey information to learners. From simple analogies to complex simulations, you have a range of instructional strategies at your disposal. These strategies should be aligned with the instructional objectives and the type of performance expected from learners. For instance, if the goal is to develop critical thinking skills, group activities and discussions could be more fun and effective than lectures. On the other hand, if the objective is to teach a specific concept or theory, a lecture may be the way to go. So, it's essential for you to carefully consider the learning objectives and choose instructional strategies that are both fun and effective.

## 6. Developing Instruction

All that's left to do now is to translate your chosen strategies into interesting learning materials. This means that you get to organize instructional units, create captivating videos, lectures, and handouts, or even build web pages and digital resources. This phase is super important because it ensures that the materials you create align with your learning goals and objectives while also being engaging and easy to use. It's time to unleash your talent in Instructional Design and prepare to see your plans come to life.

## 7. Implementing Instruction

This phase of Kemp's design model is where the action happens. Here, you get to deliver all the unique and engaging content you've created, not just by presenting information but also by connecting with learners. While you provide them with your carefully crafted lesson and all the necessary resources, ensure that you keep them motivated and active during the instruction. So, spark their enthusiasm, encourage discussions, and allow them to express themselves as they want. Of course, you need to foster the right environment, which will welcome collaboration and experimentation and reward hard work and engagement.

## 8. Support Resources

This element focuses on all the support services you need to make the teaching and learning process smoother and more effective. This may include technological support staff, special education assistants, or specific software and tools. These support services make sure that everyone involved in the learning process has all the assistance they need to succeed in their learning journey. However, these resources may vary based on the Instructional Design and the needs of the learners. Therefore, it is crucial for Instructional Designers to carefully consider all the required support resources and ensure that all learners have access to them.

## 9. Evaluating Instruction

In this step, it's time to step back and see how your program is performing. It's like a quality check of all your work and your chance to improve it or leave it as is. But how do you do that? Through surveys, quizzes, observation, and feedback from your learners, you can ask for their opinions on the overall learning experience and urge them to share where they encountered difficulties or what they enjoyed the most. Quizzes will tell you if your learners have truly grasped the content and, lastly, observation will allow you to experience their real-time reactions while taking courses and even step in where needed.

# Action Mapping by Cathy Moore: Streamlining Design For Effectiveness

**Chapter 4**

It’s undeniable that Instructional Design is one of the key components that makes courses interesting using different methodologies. One of these is Cathy Moore’s action mapping, which is about cutting through all the design noise and getting straight to the important parts that lead to actual results. This model helps you create meaningful lessons that mimic real-life experiences, giving learners the opportunity to focus on activities that resonate with their skill development goals and gain practical knowledge. Let’s see a step-by-step guide to this model and find out how you can become a pro at action mapping.





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# 6 Steps To Create Action Maps

## 1. Identify Business Goals

As an Instructional Designer, you aim to align your creations with the business's goals, but to do that, you need to identify them first. You need to join stakeholders, upper management, and employees and brainstorm ideas about where the company is headed and what they want to achieve through the learning program. From workforce needs to budget, an Instructional Designer needs to be aware of every detail to craft the ideal program for the organization. This process will also help stakeholders understand their business better, knowing its dreams, strengths, and weaknesses as they move forward. Defining goals is much needed in Instructional Design, leading to more purposeful courses that actively contribute to business success.

**From workforce needs to budget, an Instructional Designer needs to be aware of every detail to craft the ideal program for the organization. This process also helps stakeholders understand their business better, knowing its dreams, strengths, and weaknesses as they move forward.**

## 2. Define Performance Objectives

This step involves breaking down the above goals into the steps needed to achieve them. These steps should be practical and easy to follow, indicating actions rather than just pieces of knowledge. For example, in the case of a sales team, to increase sales, you may want to identify the types of things they need to do to achieve this, such as explaining the benefits of your products over competitors' to potential clients. Additionally, these performance objectives should be reasonable and achievable, allowing your team to track their progress and stay motivated throughout the process.

## 3. Spot Barriers To Performance

Designing lessons also requires you to understand and remove the barriers that might be hindering your learners' performance. For instance, you're designing a program for communication skills. You must then identify what causes the team to lack communication so as not to end up with a totally generic course that doesn't resonate with the employees' needs. That's where you start spotting the issues. You can involve stakeholders in the process by starting conversations regarding the company's daily challenges. Data is also your best bet, as you can use the metrics to get insights and valuable feedback.

## 4. Create Meaningful Activities

When it comes to training employees, it's important to make sure they're equipped with the skills they need to succeed in the real world. That's where meaningful activities come in! These activities are like simulations or exercises that mimic real-life situations as much as possible so employees can get a feel for what they'll actually be doing on the job. For example, if an employee is likely to face a certain challenge, you can create a fun exercise that will help them learn how to identify the problem and come up with the best solution. By providing these practical training opportunities, employees can gain confidence and feel more prepared to tackle any challenge that comes their way.

## 5. Choose Relevant Material

In this step, you need to understand what employees truly need to perform better. One great tip is to only provide the information that's necessary to complete each activity. As Moore suggests, if the information doesn't support the activity, then you may want to omit it. Of course, there might be some additional information that could be useful to them. For example, you might want to include your company's history or other valuable resources. However, it's a good idea to keep this information separate from the main training course. By following these tips, you can ensure that your employees have all the information they need to succeed without overwhelming them with unnecessary details. After all, the goal of training is to help them learn and grow, not to confuse them with too much information.

## 6. Design Assessments

In Instructional Design, assessments validate not only whether learners have understood the material but also whether they can apply it. So, in this step, you will have to go backward and evaluate each of the previous steps to see if they have grasped the learning goals as well as what they have to do to achieve them. You can present learners with scenarios that portray the real-life challenges they will encounter, and if you want to use quizzes, make sure they are asking the hows and whys to make them more thought-provoking. Lastly, don't forget about simulations.

# SAM Model: An Agile Approach To Instructional Design

**Chapter 5**

The Successive Approximation Model (SAM) isn't your typical Instructional Design model. Most models use a linear approach, walking you through the design process with interconnected steps. SAM follows a different path, making it an agile model that fits the fast-paced modern world. Michael Allen of Allen Interactions created SAM, and it's all about iterative development and collaboration. This means that during the design process, you constantly make quick adjustments on the spot rather than waiting until the end to see the results. Whatever you create is almost always ideal as long as you pay attention to detail and listen to feedback. Let's dive into SAM and take a look at its 5 phases that promise an effective Instructional Design journey.

## The 5 Phases Of SAM

### 1. Preparation Phase

SAM begins with the preparation phase, which is the most important one, as it sets the groundwork for your courses. First, figure out the objectives of the learning program. Is it for skill building or awareness of a specific topic? What must learners know or do by the end of the courses? Then, you must also know your audience. Are they students or workers? What are their specific learning needs? Lastly, you need to find the people who are going to help you. For example, the decision-makers, Subject Matter Experts, or tech pros. So, this phase is all about laying the foundation for a smooth Instructional Design process and seamless collaboration.

**You must share ideas and exchange opinions with experts, stakeholders, and even learners or other Instructional Designers because every person can bring unique attributes to the table and lead the program to success faster.**

### 2. Iterative Design Phase

This phase is the heart of the model, calling you to combine creativity and strategy in order to come up with the best ideas. For a start, you need to break down the learning content into parts. For instance, if your program is about inclusivity in the workplace, you want to create small courses that address different parts of the topic to make it easily understandable by the learners. No one likes to feel overwhelmed by lengthy courses and information overload, and SAM tackles this effectively. Then, it's time for the design and distribution of lesson prototypes. During this phase, you'll also receive feedback from learners and stakeholders who have received the prototype. The insights will be your guide to improving and upgrading the modules, constantly aiming for excellence. So, it's clear that SAM is a collective experience in which you have control.

### 3. Iterative Development Phase

Now you can finally start bringing your prototypes to life, turning them into engaging and effective modules that will help you reach your goals. You don't just refine everything; you add elements, fix errors, expand modules, and make sure they head toward perfection. Here, once again, collaboration is key. You must share ideas and exchange opinions with experts, stakeholders, and even learners or other Instructional Designers because every person can bring unique attributes to the table and lead the program to success faster. However, this doesn't mean that your job is finished after polishing the courses. You need to review everything regularly and examine every element to ensure that your courses remain impactful and effective.

### 4. Implementation Phase

The implementation phase is where you let your creations roam freely on eLearning platforms, websites, or resource libraries. This means that you have perfected everything and are ready to make an impact with your work. It doesn't end with you delivering your content, though. You must monitor user engagement to make certain that learners actively participate and move through courses rather than passively absorbing information. So, take a closer look at what element keeps them most interested and what holds them back. Leverage data and metrics as much as possible and base all your decisions concerning improvements on these.

### 5. Evaluation Phase

The last phase lets you wait until everyone has completed their program to evaluate and reflect on what worked well and what didn't. The first thing you must notice is if learners have achieved their learning goals and objectives from the first phase. Have they learned everything they needed to? Are they able to practice it in real life? Then, listen to feedback about the whole experience. Did you consider learners' and stakeholders' comments while going through the previous phases? If yes, then were your improvements successful? Pay close attention to the evaluation process because it can help you set the tone for your future designs, too.

# How To Adapt SAM For Different Learning Environments

## Corporate Training

SAM understands each company's goals and each employee's unique needs, ensuring that the learning program you create is an ideal fit. Since the model allows you to work closely with managers, staffers, and other stakeholders, you're sure to have a better understanding of the company's requirements. Plus, SAM is agile, meaning that organizations save money, time, and other resources.

## Educational Settings

In traditional classrooms, SAM can set the tone for more engaging and lively lessons. It creates easily digestible modules that students love to participate in, as they don't feel overwhelmed. Additionally, you can involve students in the design process so they have a say in how the learning program goes, knowing that their needs and preferences are met.

## eLearning

In the eLearning sector, SAM is responsible for dynamic content that constantly evolves. Adding different types of content, like multimedia, games, and simulations, turns courses into interesting experiences. The model's flexibility allows it to adapt to different preferences, too. For example, visual learners can choose modules with videos, animations, and images, while those who prefer practice can go for lessons with simulations.

## References:

SAM: The Successive Approximations Model

# A Perfect Mix: Combining The Best Elements Of Different Instructional Design Models

**Chapter 6**

In education and training, Instructional Design takes learning experiences to another level by removing confusion and adding easily comprehensible elements. In short, Instructional Design models are the secret behind every effective module. Now, what if you could take the best characteristics from various ID models and create something that's uniquely tailored to your needs? Each model brings its strengths and weaknesses to the table. For instance, the Dick and Carey model might be for planners, while the SAM model is for those who can quickly adapt. So, combining elements from different models is like crafting your own recipe for success. Below, we'll take a look at the similarities and differences of four different Instructional Design models, the Dick and Carey, Kemp, action mapping, and SAM models, and find the perfect mix that will take your learning programs to the next level.





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# Similarities Among Models

## Learner-Focused

Whether you decide to follow the Dick and Carey model or action mapping, all these models are learner-focused. This means that their principles and step-by-step guides require Instructional Designers to research learner needs and preferences and incorporate elements that meet them. Every model's ultimate goal is to create the perfect learning experience, so they let learners guide the way.

## Systematic Approach

Every model aims for the perfect module design, which is why they all have clear guidelines. No matter which one you choose, you know that it will be your map to creating top-notch content. This is called the systematic approach, and you'll need to follow every step that's carefully defined to achieve the best results.

**Action mapping, as its name suggests, is all about action and impact. Instructional Designers need to create their projects with real-life applications in mind, so they must identify tasks that are suitable for each lesson.**

## Goal-Oriented

Having a map also involves knowing where you're headed. This is where goals come into place, and thankfully, the four different models are all about setting clear objectives. For example, the Dick and Carey, Kemp, and action mapping models all have a separate step for defining instructional goals, whereas SAM has a preparation phase that includes setting objectives, among other things.

## Iterative Design

As we mentioned, all four models aim for perfection, but how do they ensure it? With revision and improvement. Continuous refinement is key in all of them, encouraging monitoring of the learning process, receiving and applying feedback, and even double-checking everything as soon as you create it.

## Engagement

Of course, all the focus on quality assurance and effectiveness can only lead to one thing: maximum engagement. Learners appreciate careful design and meaningful lessons, thus becoming more invested in the process. Whatever Instructional Design model you choose, if you follow it all the way, your learners are more likely to actively participate and enjoy moving through each module.

# Key Differences

## Dick And Carey Model

The Dick and Carey model follows a systematic and structured approach that's perfect for people who love to plan. It's technically the most strict of the four models, as it requires you to analyze everything in detail before you start carefully planning the design of your courses. It provides a comprehensive outcome; however, if you want to work on more creative endeavors, it may not be the best fit.

## Kemp Design Model

This model allows for more creativity than the others. It focuses on nine elements that allow you to work on every aspect of your project, thus giving you the freedom to experiment. The downside is that modules designed with the Kemp model might be less structured and can be interpreted differently.

## Action Mapping By Cathy Moore

Action mapping, as its name suggests, is all about action and impact. Instructional Designers need to create their projects with real-life applications in mind, so they must identify tasks that are suitable for each lesson. Learners tend to find these modules more relevant, as they can actually use their knowledge in their everyday lives rather than just exploring theory. The drawback is that it might not be suitable for projects with a broader audience. For instance, your employees have diverse roles, so it may be challenging to create activities that foster practical application.

## SAM

SAM offers the most spot-on experience of all four models. It focuses on iterative design, meaning that you will need to work on your project again and again, each time incorporating feedback and suggestions to make it as close to perfection as possible. This makes it a flexible model, as you can adapt to any changing situation and learning needs. But make sure you carefully manage every change and monitor its progress.

# How To Effectively Combine Different Instructional Design Models

## Analysis Approach

Now that you know the similarities and differences between models, it's time to understand how you can choose which elements to combine from each one to create an approach that best suits your needs. Let's say that you want to create a project for an organization. You want the learning program to be based on careful planning, but since the company's needs might change over time, you should also add an element of adaptability. In that case, you will utilize Dick and Carey's thorough analysis to understand the context better and combine it with SAM's iterative design to improve things on the spot.

## Design Strategies

As far as the design process is concerned, you can combine models depending on the project's nature. For example, you are asked to create modules that resonate with different learning preferences. Some learners prefer visual elements, others like text, and some enjoy a hands-on approach. You want to explore as many possibilities as possible, so you can go with Kemp's design model and its nine elements that each contribute differently to the project. Now that you have your options, you want to make them applicable in real life, so you should combine them with the action mapping approach to ensure impact.

## Flexibility

You don't have to mix everything up. You can choose your model and then add a sprinkle of another model's strength. For instance, you want to develop modules for an educational facility that always welcomes new students. So, your courses will need to be scalable and adaptable to different needs. No matter the model you choose, you want to add the agility aspect of SAM, which can give you the freedom to add elements, improve your work, and keep on refining things as many times as needed to make your program flawless.

# What Does The Future Hold For Instructional Design?

**Chapter 7**

The last decades have been definitive for Instructional Design, as technology has completely changed its landscape. Nowadays, it's about more than planning out and organizing learning content for traditional training sessions and classrooms; it involves cognitive science and fancy tech tools that create motivating and meaningful courses. However, Instructional Design has still not reached its peak. As technology moves forward, new methods arise that can revolutionize the way Instructional Designers do their jobs. Below, we explore some of the emergent technologies that await Instructional Design in the future and help you prepare for the changes.





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# Emerging Technologies In Instructional Design

## Artificial Intelligence And Machine Learning

AI has been around for quite some time now, and it doesn't look like it's going anywhere in the near future. What it offers for ID is personalization. It analyzes data and identifies patterns in learner behavior and preferences to create tailored learning paths that will lead people toward achieving their goals much faster. Where does Machine Learning come into this? It's what makes AI smarter by analyzing user interactions and using these insights to adapt content based on their performance and even predict their needs and learning outcomes.

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## Chatbots And NLP

Chatbots are powered by AI and use a technology called natural language processing (NLP) to offer responses that come off as human-like as possible. So, learners have a personal instructor accompanying them in every step of the learning process. There's nothing that chatbots can't do when it comes to learner support; they can answer questions, offer help and guidance, and be friendly and encouraging, all in real time. Thanks to NLP, chatbots can learn from interactions with learners and adapt their tone and language according to context and nuance.

## Gamification

Instructional Designers will probably have to incorporate gamification elements in the future, as it's one the most popular ways of engaging learners. Gamification can transform a rather boring process into a fun journey, all while transferring knowledge and instructing how to apply it in real life. Learners are rewarded for their achievements, making them try even harder and come back for more. Plus, when you turn a complex concept into a game, you increase knowledge retention and instill confidence in your learners.

## Microlearning

Microlearning has gained popularity because it simplifies learning, meeting the needs of people with short attention spans or busy schedules. It consists of bite-sized modules that are easier to grasp and follow, eliminating information overload and providing content that's just right for the learners' interests. They can choose to do a quick quiz, watch a one-minute educational video, or read a short article without dedicating a lot of their much-needed time. What's best is that the information they gain doesn't leave their brains easily, as it's easier for them to revisit short learning content.

## Social Learning

Learning isn't a solitary experience anymore. Learning platforms have started incorporating social learning features to bring users together and foster a collaborative environment. From chatting apps to discussion forums, learners can connect with their peers, share their opinions and resources, ask for help and tips, and collaborate on projects. This helps them expand their knowledge further and express their opinions freely, having an active role in the learning process.

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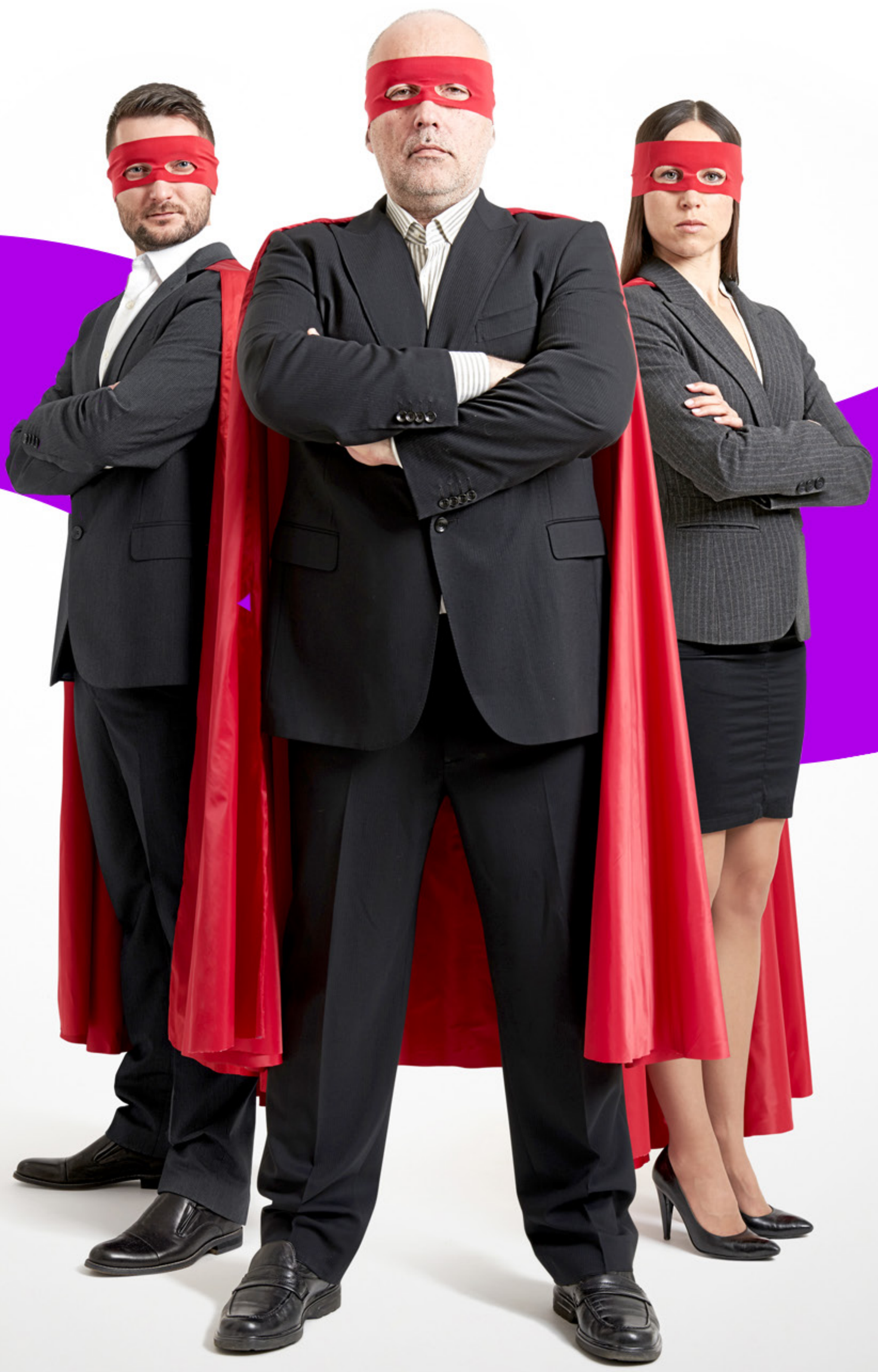
## What Are The Upcoming Changes?

### Learner Demographics

Modern classrooms, whether virtual or traditional, are diverse. Learner demographics keep changing, so you need to incorporate new Instructional Design approaches. For example, Gen Z and Gen A are born in the age of technology and know their way around touch screens and new apps. Consequently, you should win them over with gamification or AI. As your audience becomes more diverse, your content should resonate with a wide range of backgrounds.



## Skill Development

The modern job market has become very competitive, and there's a growing need for industry-specific skills. So, as an Instructional Designer, you should focus on the skills that are in demand and create learning programs with valuable and meaningful content, aiming to help professionals excel in their careers. Not only that, but you can craft lessons that prepare high-school students for their future job hunting by equipping them with popular soft skills.

## Remote And Global Learning Environments

Remote work has become the new norm, and companies are getting more globalized as a result. Your challenge as an ID pro is to create lessons that break down geographical barriers and bring dispersed teams together virtually. Don't hesitate to use collaboration tools for projects, virtual spaces for training, and other interactive elements to connect these people and foster a sense of community that's often absent while working or learning remotely.

# Conclusion

Over the years, Instructional Design has been instrumental in helping professionals decode the complex world of knowledge acquisition and effective learning experiences. A variety of models have taken different approaches to designing and developing learning to achieve maximum results. Each model has its own merits and strong points, which is why a well-rounded Instructional Designer must explore them all. This eBook serves as a guide to the most commonly used Instructional Design models. Read it carefully to identify the ones that best suit your audience's learning needs.

Start getting the latest eLearning news and free resources in your inbox, including more insights on how to hone your skills as an Instructional Designer and make the most of ID models to maximize learner engagement and knowledge retention.

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