LXD & ID Career Lab

Overview

Duration: 8 Weeks
Format: Synchronous Online
Target Audience: Beginners aspiring to become instructional designers. No pre-requisite needed.
Goal: By the end of this bootcamp, participants will design, develop, and present a professional instructional design portfolio showcasing job-ready skills for entry-level positions.

Highlights

- **Hands-on Projects:** Create real-world instructional design artifacts.
- **1:1 Mentoring:** Personalized guidance from experienced instructional designers.
- **Office Hours:** Weekly support sessions for feedback and troubleshooting.
- **Portfolio Development:** Build a portfolio aligned with industry standards.
- **Career Preparation:** Resume tips, interview practice, and job search strategies.

Learning Outcomes (LOs)

Participants will:

- **LO1: Apply instructional design models** to analyze learning needs and design effective solutions aligned with organizational goals.
- **LO2: Create accessible, interactive eLearning experiences** using industry-standard tools and multimedia elements that meet WCAG standards.
- **LO3: Produce professional instructional design deliverables** that reflect best practices in learning design and document the design process.
- **LO4: Build a portfolio website** that showcases completed projects, a tailored resume, and a LinkedIn profile aligned with U.S. job market expectations.
- **LO5: Execute a targeted job search strategy** by optimizing application materials and presenting portfolio work confidently in interview settings.

Deliverables

- **Portfolio:** This will include 5 instructional design projects
- **Resume & LinkedIn Profile:** Optimized for instructional designer roles
- **Capstone Presentation:** Showcasing your portfolio to peers and mentors

Module/Weekly Breakdown

Module	Module LOs	Activities & Project
Module 1: ID Foundations + Portfolio Project #1 LO1	Explain what instructional designers do in corporate, higher education, and tech environments Describe key theories and approaches that guide ID practice (ADDIE, backward design, learning theories, adult learning principles) Analyze job descriptions to determine required ID skills and responsibilities Write clear, measurable learning objectives using the ABCD method	**Pre-Session Work (4 hours):** ● ID Roles & Context Reading ● ADDIE & Backward Design Quick Guide ● Job Description Analysis ● Adult Learning Principles Exercise ● Learning Objectives Writing ● Job Aid Design Basics with Samples **Synchronous Session (2 hours)** ● Part 1: Welcome + What is ID? (10 min) ● Part 2: ID roles & ADDIE in action (35 min) ● Part 3: Mini Application Drill (30 min) ● Part 4: Learning Objectives Lab (peer review) (35 min) ● Part 5: Visual Design Critique + Peer Brainstorm + Q&A for Project 1 (40 min) **Post-Session (4 hours)** ● Project 1_The One-Pager Job Aid": Submit first draft for feedback
Module 2: Needs Analysis + Portfolio Project #2 LO1	Distinguish between training problems and non-training problems in performance gaps Conduct a needs analysis using appropriate data gathering methods	**Pre-Session Work (4 hours):** ● Performance Gap Analysis → Decision tree: training vs non-training ● Needs Analysis and Data Collection Methods → Practice writing interview/survey questions ● Learner Persona Development → Empathy mapping exercise

Module	Module LOs	Activities & Project
	(interviews, surveys, observation) Create learner personas based on audience analysis data Develop a training proposal that includes problem statement, objectives, instructional approach, timeline, and success metrics	● Training Proposal Structure → Learn the structure of a proposal ● Review Example Proposals → Identify strengths & weaknesses **Synchronous Session (2 hours)** ● Part 1: Project 1 Showcase + Feedback (15 min) ● Part 2: Training vs Non-Training Workshop (30 min) → Case studies, group discussion ● Part 3: Needs Analysis Practicum (25 min) → Mock interviews, survey planning ● Part 4: Proposal Writing Workshop & Project Kickoff (50 min) → Outline objectives, approach, metrics **Post-Session Work (4 hours)** ● Submit the finalized Project 1 incorporating feedback. ● Project 2_"The Training Proposal": Submit first draft for feedback ● Peer Collaboration: Exchange docs and provide feedback using rubric

Module	Module LOs	Activities & Project
Module 3: Design Documentation + Portfolio Project #3 LO1-2	Produce a comprehensive design document following industry standards Specify interaction details, visual descriptions, and audio/video requirements for developers Develop an assessment strategy that aligns with learning objectives and measures performance Document accessibility considerations and inclusive design decisions	**Pre-Session Work (4 hours):** ● Professional Design Document Analysis ● Assessment Strategy ● Storyboarding Fundamentals ● Accessibility in Design **Synchronous Session (2 hours)** ● Part 1: Project 2 Debrief (15 min) ● Part 2: Design Document Workshop (50 min) ● Part 3: Storyboarding Practicum (40 min) ● Part 4: Project 3 Planning (15 min) **Post-Session Work (4 hours)** ● Submit the finalized Project 2 incorporating feedback. ● Project 3_"The Full Design Document": Submit first draft for feedback ● Peer Collaboration: Exchange docs and provide feedback using rubric
Module 4: Rapid eLearning Development + Portfolio Project #4 LO1-3	Navigate Articulate Rise interface and use core features effectively Select appropriate instructional strategies (scenarios, examples, practice) for different learning objectives Design microlearning modules with clear structure: hook, content, practice, summary Develop knowledge checks with meaningful	**Pre-Session Work (4 hours):** ● Articulate Rise Fundamentals ● Microlearning Design Principles ● Instructional Strategy Selection ● Accessibility in Rise **Synchronous Session (2 hours)** ● Part 1: Project 3 Showcase (20 min) ● Part 2: Rise Live Build Session (50 min) ● Part 3: Microlearning Workshop (30 min) ● Part 4: Project 4 Work Time (20 min) **Post-Session Work (4 hours)** ● Submit the finalized Project 3 incorporating feedback.

Module	Module LOs	Activities & Project
	feedback that reinforces learning Apply accessibility principles including alt text, color contrast, and clear navigation	● Project 4_"The Microlearning Module" (Rise): Submit first draft for feedback ● Peer Collaboration: Peer testing (share module link for feedback)
Module 5: Interactive eLearning + Portfolio Project #5 LO1-3	Build interactive elements in Articulate Storyline/H5P (slides, layers, triggers) Design branching scenarios with multiple decision points and meaningful consequences Use variables and conditions to track learner choices and provide customized feedback Create detailed storyboards documenting interaction flow and branching logic Publish SCORM packages and test functionality	**Pre-Session Work (4 hours):** ● Storyline Fundamentals ● Branching Scenario Design ● Variables & Conditions Tutorial ● Storyboarding Interactivity ● SCORM testing workshop **Synchronous Session (2 hours)** ● Part 1: Project 4 Debrief (15 min) ● Part 2: Storyline Live Build (60 min) ● Part 3: Scenario Design Workshop (30 min) ● Part 4: Storyboarding Interactive Content (15 min) ● Project 5 expectations and timeline **Post-Session Work (4 hours)** ● Submit the finalized Project 4 incorporating feedback. ● Project 5_"The Interactive Scenario" (Storyline): Submit first draft for feedback ● Peer Collaboration: Test all paths, fix bugs, gather peer feedback
Module 6: Portfolio Building + Personal Branding	Analyze exemplar ID portfolios to identify effective presentation strategies	**Pre-Session Work (4 hours):** ● Portfolio Analysis ● Case Study Writing Workshop ● Portfolio Platform Setup

Module	Module LOs	Activities & Project
LO1-4	Create case studies documenting design process using Challenge-Process-Solution-Reflection framework Build a professional portfolio website with organized, accessible content Write compelling project descriptions that highlight skills and decision-making Evaluate peer portfolios using established criteria and provide constructive feedback	● Professional Bio Writing **Synchronous Session (2 hours)** ● Part 1: Project 5 Showcase (20 min) ● Part 2: Portfolio Website Workshop (50 min) ● Part 3: Writing Project Descriptions (35 min) ● Part 4: Peer Review Protocol (15 min) **Post-Session Work (4 hours)** ● Submit the finalized Project 5 incorporating feedback. ● Portfolio Website: Submit first draft for feedback ● Peer Review

Module	Module LOs	Activities & Project
Module 7: Job Search Strategy + Application Materials LO5	Analyze ID job descriptions to extract key requirements and identify best-fit positions Customize resume for specific ID positions using relevant keywords and ATS optimization Optimize LinkedIn profile with ID-focused headline, summary, and experience descriptions Develop a job tracking system to organize applications, follow-ups, and networking Apply to 5+ real entry-level ID positions using tailored materials	**Pre-Session Work (4 hours):** ● ID Job Market Research ● Resume Optimization Workshop ● LinkedIn Profile Optimization ● Application Tracking Setup **Synchronous Session (2 hours)** ● Part 1: Portfolio Final Check (15 min) ● Part 2: Resume Review (30 min) ● Part 3: LinkedIn Optimization (30 min) ● Part 4: Application Strategy Workshop (45 min) ● Cover letter writing ● Networking strategy: Craft connection request messages ● Mock networking conversation practice **Post-Session Work (4 hours)** ● Portfolio Website: Continue polishing your portfolio website ● Finalize Resume: Complete professional ID resume ● Optimize LinkedIn: Implement all optimization strategies ● Job Applications: Apply to 5+ entry-level positions with tailored materials ● Cover Letter Drafts: Create 2-3 templates for different position types ● Update Job Tracker: Document all applications
Module 8: Interview Preparation + Capstone	Prepare responses to common ID interview questions using the STAR method	**Pre-Session Work (4 hours):** ● Interview Question Preparation ● Portfolio Presentation Prep ● Design Decision Articulation

Module	Module LOs	Activities & Project
LO5	Present portfolio work and explain design decisions in a professional, confident manner Demonstrate complete design process by walking through projects from needs analysis to final product Deliver a compelling 10-minute portfolio presentation that showcases best work and process Apply feedback from mock interviews to strengthen responses and presentation skills	**Synchronous Session (2 hours)** ● Part 1: Mock Interviews ● Part 2: Portfolio Presentation Tips ● Part 3: Presentation & Peer Feedback **Post-Session Work (4 hours)** ● Portfolio Website: submit your finalized portfolio website ● Continue Job Applications: Ongoing with confidence! ● Get Continuous Support

Assessment

Grade Category	Weight (%)
Project 1: Job Aid Design – Design a professional one-page job aid by selecting a specific workplace topic or scenario that requires a quick-reference performance support tool.	8%
Project 2: Training Proposal – Conduct a needs analysis and create a formal proposal that outlines a problem statement, instructional goals, and a recommended solution.	8%
Project 3: Design Document – Produce a detailed blueprint for a learning solution, including learning objectives, assessment strategies, and accessibility considerations.	8%

Project 4: Microlearning Module – Build a responsive, web-based learning experience using Articulate Rise that focuses on a single, focused learning objective.	8%
Project 5: Interactive Scenario – Develop an immersive branching scenario in Articulate Storyline or H5P where learners must make decisions and see the consequences of their actions.	8%
Portfolio Website – Design a professional website that curates all five projects, documented through case studies that highlight your design process and skills.	15%
Job Application Materials – Create a high-impact, ATS-optimized resume and cover letter specifically tailored for entry-level instructional design roles.	15%
Mock Interview & Portfolio Presentation — Participate in a simulated professional interview, articulating design decisions, problem-solving process, and impact of the work. This is followed by a 10-minute capstone presentation showcasing the strongest portfolio pieces.	15%
Participation – Active engagement in live sessions, completion of pre-session work, and providing constructive feedback during peer review cycles.	15%
Total	**100%**

Feedback Turnaround: Both instructors and peers should provide feedback **within one week** of submission**.**

Logistics

Technology Requirements

Please ensure you have the following hardware and software ready before the first session. At a minimum, you will need a computer with high-speed internet and an active Google account. Additionally, you will be using:

Item	Detail
LMS/Content Delivery	Google Classroom. Students will engage in classroom discussion on it. All class materials will be posted and shared on it.
Live Session Tool	Google Meet

Item	Detail
Communication Tool	Google classroom/Wechat
Portfolio Hosting	Wix, WordPress, Notion, and anything similar (students responsible for accounts, templates provided)
Software Access	Articulate 360, H5P

[Privacy Policies, Support, and Accessibility for Tech Tools](#)

Student Orientation

Item	Detail
Welcome Email	Get a welcome email one week before the program starts
Welcome Packet	Syllabus, schedule, tech setup guide, Wechat group set up, LMS login instructions. (Sent with welcome email)
Pre-Bootcamp Survey	Share your experience, goals, tech comfort level (needs & wants)
Live Orientation Session	The Saturday at 10:00 am before the first session: overview of bootcamp, Q&A
Communication Group	Join Wechat group, one week before the program starts

Communication

Protocols
Responsiveness: Aim to respond to all community members within **24 - 48 hours**.
Professionalism: Communicate in a clear, accurate, and accessible manner.
Openness: Remain open-minded and willing to express your own perspectives while respecting others.

Item	Detail
1:1 Project Check In	Weekly: Flexible, scheduled by mentor and mentee
Group Office Hour	Weekly: Flexible, scheduled by mentor and mentee
Peer Collaboration	Schedule meeting with peers. Zoom and Google classroom. You may want to pair with your peers for pre-session work and present your work in class.
Emergency Contact	Paul Liu (admin@heeriseacademy.com)

Schedule

Milestone	Deadline / Time
Module N: Pre-Session Work	Friday (Week N) at 11:59 PM
Module N: Live Session	Saturday (Week N) at 10:00 AM
Project N: First Draft	Saturday (Week N) at 11:59 PM
Feedback Period (Instruction and or peer review)	Wednesday (Week N + 1) at 11:59 PM
Project N: Final Draft	Following Saturday (Week N + 1) at 11:59 PM

Post-Bootcamp

Item	Detail
Certificate of Completion	Issued upon successful portfolio submission and capstone presentation
Alumni Network	Invitation to private Wechat/LinkedIn group for continued networking
Career Services	Continued access to job search resources
Feedback Survey	Gather feedback for program improvement

Accessibility

Pursuant to the Americans with Disabilities Act, should you require any specific aids, services, or accommodations, meaning if you anticipate a need for disability-related accommodations or auxiliary aids to attend or participate, please contact HeeRise Academy . We will reach out to you within 24 to 48 hours to gather additional information regarding your ADA requirements. You may specify the type of aid you wish (i.e., audio, mobile, visual, N/A)

*Please note that this syllabus is subject to change based on the evolving needs of the learners and the instructional goals of the bootcamp.