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What do IDs really do when performing design?

Instructional design is a systematic process aimed at creating effective and efficient learning experiences. It is both, structured and exploratory, as the attributes of the final learning solutions are not known always know in advance. Designers provide a "big picture" strategy, while being attentive to details.



Build relationships
 Collaborate with faculty / SMEs to draw out their expertise and translate it into valuable resources and experiences.

Show empathy
 Consider and integrate the faculty and the students' points of view.

Exercise diplomacy
 Negotiate, educate and coordinate the collaboration among multiple actors.

Migrate courses
 from face-to-face, to blended, to online delivery. (SRS 5.2, 6.2)

Be an advocate
 for faculty and how they want to impact their learners; for learners and their expectations.

Define learning objectives
 Ensure objectives are clearly stated, measurable and capture the faculty's highest aspirations. (SRS 2.1, 2.2)

Ensure alignment
 among objectives, materials, activities, assessments and tools. (SRS 2.1, 2.2, 3.1, 4.1, 5.1, 6.1)

Recommend learning strategies and solutions

Use theories, models, and known best practices to ensure objectives are met in an effective, efficient and engaging way. Transform passive into active learning. (GS 5, 6)

Create a positive learner experience

Incorporate sequencing, scaffolding and critical thinking to help learners succeed in activities and assessments. (GS 3, 5)

Present content
 Structure, sift, sort and chunk content. Make content accessible. (GS 4, 8)

Encourage interaction
 Ensure opportunities for student-faculty, student-student and student-content interaction. (SRS 1.3, 5.2, 5.4)

Minimize uncertainty
 Consider the learner point of view to ensure instructions and expectations are clear. (GS 1; SRS 2.3, 2.4, 3.2, 3.3, 5.3, 5.4, 7.1)

What about hiring a designer?

Theory	Practice
<ul style="list-style-type: none"> Rationale behind decisions Benefit of others' research and experience Connect theory to actions 	<ul style="list-style-type: none"> Integrate best practices Manage deadlines & budget Manage the production process Explore and experiment
Soft Skills	
<ul style="list-style-type: none"> Persuasion, diplomacy, consulting, listening Empathy (see from student point of view) Curiosity and imagination 	

Before the search:

- Clearly define competencies needed
- Define the roles and duties

Look at:

- Portfolio of work
- Proof of competency
- Communication with faculty / SMEs
- Require a design test



Non-Designer's Guide to Spotting a Good Designer

Some ideas based on: Ralston-Berg, P. (2015, November). Instructional design practice: Fill your bag of tricks. Workshop presented at the Quality Matters Annual Conference, San Antonio, TX, as well as the Quality Matters Specific Review Standards from the QM Higher Education Rubric, Sixth Edition.

ibstpi Instructional Designer Competencies

Download the core competencies at www.ibstpi.org



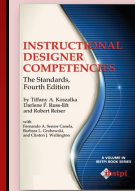
Professional Foundations

Planning and Analysis

Design and Development

Evaluation and Implementation

Management



Koszalka, T.A., Russ-Elr, D.F., Reiser, R., Senior, F.A., Grabowski, B.L., & Wallington, C.J. (2013). Instructional designer competencies: The standards (4th ed.). Charlotte, NC: Information Age Publishing

What questions do you have about working with an instructional designer?

Use post-its to add comments here.

What value do IDs add?

Use post-its to add comments here.

What ID competencies do you need/wish to acquire?

Use post-its to add professional development needs here.

What professional development opportunities do you recommend?

Use post-its to add your favorite books, workshops, or other professional development here.

Suggested readings



What advice do you have for new designers?

Use post-its to add comments here.

Pre-ID



Listen to a faculty testimony

Post-ID



Blog de Fernando (en español)
<http://www.fernandosenor.com>



Penny's Pinterest Board for New Designers
<https://www.pinterest.com/pennymoved/newdesigners/>

