

CERTIFICATE IN INSTRUCTIONAL DESIGN

“Master the art and science of designing engaging and effective learning experiences that drive measurable results.”

Schedule

Venue (InHouse)	Fees
At Your Organization Premises	Ask For The Quotation

► **Available delivery methods:** In-House Training

Introduction

The Certificate in Instructional Design equips learning and development professionals, trainers, and educators with the skills to design, develop, and deliver high-impact training programs. The course focuses on instructional design models, learning theories, curriculum development, and evaluation methods to ensure effective knowledge transfer. Participants will gain hands-on experience creating learning content, using e-learning tools, and applying best practices in adult learning to optimize learner engagement and performance.

Objectives

- Understand the principles of instructional design and adult learning theory.
- Apply instructional design models such as ADDIE, SAM, and Bloom’s Taxonomy.
- Design engaging and effective learning experiences for diverse audiences.
- Develop learning objectives, course content, and assessments aligned with desired outcomes.
- Integrate e-learning tools, multimedia, and technology into instructional materials.
- Evaluate and improve learning programs using feedback and performance metrics.

Why Attend

- Gain the skills to create impactful training programs that improve learner performance.
- Learn how to structure learning content for maximum engagement and retention.
- Enhance your ability to design both classroom and digital learning solutions.
- Improve your professional credibility as an instructional design specialist.

Target Audience

- Learning and Development (L&D) professionals, trainers, and facilitators.
- HR professionals involved in employee development and training.
- Educators, curriculum designers, and instructional coordinators.
- Consultants and e-learning specialists designing training solutions for organizations.

Individual Benefits

- Develop expertise in instructional design methodologies and best practices.
- Gain practical skills to create course materials, learning modules, and assessments.
- Learn to use technology and multimedia to enhance learning experiences.
- Improve your ability to measure learning effectiveness and adapt content accordingly.

Organizational Benefits

- Create structured, effective, and engaging training programs aligned with business objectives.
- Improve employee performance and learning outcomes through high-quality instructional design.
- Enhance knowledge retention and application across the organization.
- Support continuous improvement of learning and development initiatives.

Instructional Methodology

- Interactive lectures on instructional design principles, models, and learning theories.
- Hands-on workshops to design and develop course content, materials, and assessments.
- Case studies of successful instructional design implementations.
- Practical exercises in e-learning development, multimedia integration, and learning evaluation.
- Group discussions and peer reviews to refine learning solutions and instructional strategies.

Course Outline

1. Introduction to Instructional Design

- Definition, principles, and importance.
- Overview of adult learning theories.

2. Instructional Design Models

- ADDIE Model (Analysis, Design, Development, Implementation, Evaluation).
- SAM Model (Successive Approximation Model).
- Bloom’s Taxonomy for learning objectives and assessments.

3. Learning Needs Analysis

- Identifying learner needs, objectives, and outcomes.
- Conducting training needs assessments.

4. Designing Learning Experiences

- Structuring course content and curriculum development.
- Incorporating interactive elements and multimedia for engagement.

5. Development and Delivery of Training

- Creating learning materials for classroom and online delivery.
- Using e-learning platforms and tools effectively.

6. Assessment and Evaluation

- Designing assessments and measuring learning outcomes.
- Using feedback to improve instructional design.

7. Practical Exercises and Case Studies

- Designing sample training modules and courses.
- Real-world case studies for instructional design application.

Certification

Participants will receive the Certificate in Instructional Design upon successful completion, validating their ability to design and develop effective, engaging, and results-oriented learning programs.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training

Interested in running this course for your team?

Please contact us:

TEL:

+601116373203

EMAIL:

info@mawaevents.net

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