



ATD Master Instructional Designer® Program

Prove your ability. Elevate your design. Develop impactful learning solutions.

[Register](#)

Strengthen your command of analysis, design, development, implementation, evaluation, business acumen, and Human-AI-Human workflows across the ADDIE model. Work with a facilitator and peers to solve tough design problems and demonstrate your capabilities.

Today's instructional designers diagnose performance problems, make evidence-based design decisions, and communicate recommendations that improve organizational results. They do this while selecting appropriate technologies, designing for accessibility and inclusion, and creating learning experiences that support lasting behavior change. This advanced program is for experienced instructional designers who want to strengthen their strategic practice and become more effective thought partners.

This course combines practical application with peer collaboration, enabling you to make decisions the way experienced instructional designers do in real work settings. You will create analysis tools, define strong performance outcomes and learning objectives, build design documentation, select delivery options, improve materials using development best practices, plan for transfer and adoption, create evaluation tools, and communicate recommendations to stakeholders. Throughout the experience, you will test your reasoning, refine your work through discussion and feedback, and strengthen your ability to align learning solutions with business needs.

You will demonstrate your proficiency by applying course concepts and completing a 45-item capability-based assessment to earn the ATD Master Instructional Designer® designation and badge.



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Details



ATD Master Designation



Face-to-Face, Live Online



28 Hours to Complete



Aligned to Talent Development Capability Model



Enterprise Team Training Available

Earn the Master Instructional Designer certificate and digital badge after:

- Attending all program days and sessions
- Completing the course project activities
- Achieving a passing score on the course assessment

Show, share, and socialize your skills and achievements with ATD's digital badging program!

Successful participants of this program will earn the ATD Master Instructional Designer certificate and digital badge.



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Derived From ATD Research, Backed by Our Capability Model

Aligned to the Talent Development Capability Model™, this advanced-level program covers the process for designing learning solutions, ensuring that you are a valued strategic partner, and aligning the learning solutions to meet the stakeholder's business objectives.

This program is ideal for experienced instructional designers and training and development specialists ready to boost their competency, capability, and confidence in instructional design.

Why you should attend:

- Develop and demonstrate mastery of instructional design to position yourself as a credible, evidence-based professional.
- Gain access to tools, resources, and templates to use on the job.
- Confirm your strengths and close your gaps in the practice of instructional design.
- Earn the industry-recognized ATD Master Instructional Designer® designation and digital badge.
- Accelerate your pathway toward achieving the APTD® or CPTD® certification.

After this program you will be able to:

- Proactively determine an organization's training needs.
- Create outcomes distinct from objectives to ensure training is aligned and expectations are set.
- Use evidence-based strategies to design engaging, learner-focused training that gets applied on the job.
- Design continuous learning experiences that combine formal and informal learning.
- Create training that is universally designed, inclusive, and accessible.
- Connect training's contribution to organizational improvement or results.
- Influence the organization to see the value of instructional design and an organizational learning culture.
- Adopt a mindset of continuous learning and future readiness for your own professional development.

Related Learning Opportunities:

[Applying AI in Learning and Development Certificate](#)

Explore AI tools, strategies, and applications in your field.

[Master AI Learning Architect](#)

Prove your ability as a leader in AI for talent development. Apply your L&D expertise to guide and support a strategic, AI-enabled learning function.

[Writing for Instructional Design and Training Certificate](#)

Improve the quality of your learning programs through clear, engaging writing.



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Eligibility Criteria

To ensure you gain the most from this advanced-level program, participants must have a(n):

- Minimum of three years in the instructional design profession
- Solid understanding of instructional design principles and terms
- Demonstrated knowledge and application of various instructional design models
- Strong background in traditional instructional design tasks, which could include conducting needs assessments, writing effective learning objectives, structuring content, developing learning materials, implementing training solutions, and evaluating learning impact
- Awareness of design considerations for a variety of modalities (for instance, traditional classroom, virtual classroom, and e-learning)
- Completion of a foundational ATD certificate program (preferred, not required)

Elective Course Offering

To support ongoing professional development, ATD master program registration includes a complimentary course elective. Take the ATD certificate program of your choice following successful completion of your ATD master program. Exclusions apply. [Visit our website to learn more.](#)

Related Learning Opportunities:

ATD Master Performance Consultant™ Program

Analyze performance gaps.
Deliver impactful solutions.
Foster exemplary solutions.

Certified Talent Development Professional (CPTD)

Demonstrate that you have the highest level of knowledge in the field by becoming a CPTD.



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Course Overview

Topic 1: Navigate the Tools: Working With Learning Technology

- Choosing Technology
- Using AI Thoughtfully

Topic 2: Start With the Gap: Planning the Needs Assessment

- Launching the Assessment
- Gathering Evidence
- Recommending Solutions

Topic 3: Clarify the Performance: Defining Success and Direction

- Aligning Outcomes and Objectives
- Anticipating Measurement

Topic 4: Strengthen the Foundation: Making Informed Learning Choices

- Leveraging Frameworks
- Centering Learners
- Structuring Content

Topic 5: Shape the Experience: Refining and Articulating Choices

- Mapping the Journey
- Broadening the Options
- Documenting the Approach

Topic 6: Create for Impact: Building Solutions that Support Performance

- Crafting Learning Assets
- Supporting Access
- Measuring Learning
- Sustaining Transfer

Topic 7: Support the Rollout: Preparing for Delivery Success

- Launching the Message
- Equipping Facilitators

Topic 8: Show the Value: Communicating Results That Matter

- Telling the Results Story
- Building a Learning Culture

Tools and Resources

- Creative Training Self-Assessment
- Design Document Checklist
- Development Considerations
- Learning Culture Assessment
- Prompting Models
- Representation and Context Inclusion Questions

What Participants Are Saying

“This program is an excellent way to challenge yourself while solidifying instructional design concepts and theory. ATD always presents great learning opportunities. I felt that this course would benefit me and the organization I work for.”

— Troy Kindle, Master Instructional Designer



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Resource Sample

Design Document Quality Checklist

Table 1: Purpose and Alignment

Checklist Item	Strong	Needs Work	Missing
The purpose of the learning solution is clear.			
The design is connected to a real need, problem, or goal.			
The intended learning audience is clear.			

Table 2: Clarity and Organization

Checklist Item	Strong	Needs Work	Missing
The document is easy to follow.			
Key sections are clearly labeled.			
The level of detail is appropriate for the person with whom you are sharing the document.			

Table 3: Design Decisions

Checklist Item	Strong	Needs Work	Missing
The overall structure supports the stated outcomes or objectives.			
It is clear how the learning experience will unfold.			
Formal elements, tools, and resources are described clearly.			



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Table 4: Usefulness for Stakeholders

Checklist Item	Strong	Needs Work	Missing
A stakeholder could understand the big picture.			
The document provides enough information to support review or approval.			
Scope feels clear and manageable.			

Table 5: Quality and Completeness

Checklist Item	Strong	Needs Work	Missing
The document is complete enough for a learning team to move into development of storyboards or learning assets.			
The document would help reduce confusion, misalignment, or "scope-creep" later.			
The document clearly identifies for stakeholders the key takeaways, key messages and / or how a learner is expected to feel as a result of the training program.			

ATD builds workforce capability with proven talent development practices.

- Research-backed courses that deliver real-world impact
- Expert facilitators with deep industry experience
- Engaging, best-in-class learning experiences
- Delivered globally to individuals and organizations



140+
Courses



1,000+
Organizations Have
Trained With Us



160,000+
Professionals Have
Learned With ATD
Education

Start learning today!

For Individuals

- Register online! Scan the QR code to get started.
- Call to enroll or learn more: **855.404.2783**
- Join ATD and save on every course.



For Teams and Organizations

- Register 5+ and save.
- Bring this course to your team—on-site or online.
- Customize to fit your needs
- Explore flexible training credits to save even more.

Contact us to learn how ATD can support your L&D team.

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