



Instructional Design Certificate

Leverage exclusive ATD templates and tools to develop the most powerful, bottom-line focused learning.

REGISTER



Certificate and Badge



Face-to-Face,
Live Online



21 hours



Aligned to Talent
Development
Capability Model™



Enterprise Team
Training Available

As an instructional designer, you have the power to impact organizational results by designing learning experiences that give participants the knowledge and skills needed to perform their jobs well. To be an effective instructional designer, you need a structured, step-by-step design process that you can rely upon to create outcome-based training.

In this Instructional Design Certificate course, you'll gain access to all the approaches, design models, and tools you need to create impactful learning events. The program consists of 10 modules that address all aspects of the instructional design process in detail: assessing organizational needs, designing the learning experience, developing materials, and evaluating effectiveness—giving you a complete playbook for how to create training programs. As you go through the course, you'll have the opportunity to practice each step of the design process—getting guidance and feedback along the way.

ATD's Instructional Design Certificate is backed by years of research and learning science. As an organization dedicated to the talent development profession, our instructional design courses have empowered thousands of designers to successfully create outcome-based learning events.

Earn the Instructional Design Certificate and digital badge after:

- Attending all program days/sessions.
- Completing a capstone activity.

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

Successful participants of this program will earn the ATD Instructional Design Certificate and digital badge.





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Derived From ATD Research, Backed by Our Capability Model

Developed for participants new to instructional design or for those who want to gain a comprehensive skill set for designing instructor-led learning, this certificate program covers the entirety of the instructional design capability in the Talent Development Capability Model™.

The concepts covered in the course are reflected in the Talent Development Body of Knowledge (TDBoK™), the definitive resource for the talent development profession, covering 23 capability areas.

This program is appropriate for those who want a professional training certificate to verify their understanding of instructional design principles and practices. Applicable roles include instructional designers, independent consultants, professional trainers or facilitators, or training coordinators.

Why You Should Attend:

- Explore the breadth of the instructional design process from start to finish.
- Address common challenges such as engagement, motivation, and retention through good design.
- Gain access to a collection of more than 20 templates and tools you can use in your practice.
- Earn an industry-recognized certificate, continuing education credits, and an ATD digital badge to share with your networks.

After this program you will be able to:

- Apply learning theories and models, the ADDIE model, and the needs assessment process to training initiatives.
- Identify behavioral outcomes and create learning objectives.
- Apply the elements of the course design process to design, develop, and curate content for your learning experience.
- Identify design thinking and rapid prototyping techniques for course design activities.
- Apply a variety of course and process evaluation methods to course design activities.
- Determine your level of future readiness in instructional design and develop a plan for continued learning.

Related Learning Opportunities:

Writing for Instructional Design and Training

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

Needs Assessment Certificate

Identify individual and organizational performance needs before developing effective solutions.

Evaluating Learning Impact Certificate

Prove the value of your learning investments.



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COURSE OVERVIEW

Topic 1: Learning Design Basics

- The Role of Adult Learning Theories
- **Applying Learning Theories to Different Environments**
- Learning Models and Memory
- Using the ATD Human Performance Improvement (HPI) Model in Instructional Design
- Instructional Design Models
- **Discover the Instructional Design Models**

Topic 2: Needs Assessment

- Definition and Value of a Needs Assessment
- Three Levels of Needs Assessment
- Six Steps of a Needs Assessment
- Data Collection Techniques
- **Choosing Data Collection Methods**

Topic 3: Developing Learning Outcomes and Objectives

- Defining Outcomes and Objectives
- Behavioral Outcomes
- **Formulating an Outcome Statement**
- Learning Objectives
- **Writing Learning Objectives With Bloom's Taxonomy**
- Techniques for Writing Learning Objectives

Topic 4: Course Design Process

- Instructional Modality Options
- Basic Course Design
- Course Map Plan and Modules

Topic 5: Selecting Delivery Methods and Media

- What Are Instructional Methods?
- Instructional Method Options and Considerations
- **Delivering Instructional Methods**
- Selecting Delivery Media and Technology

Topic 6: Developing Content for Different Learning Experiences

- The Two Major Categories of Learning
- Levels of Learning Considerations
- Techniques for Structuring Content
- **Before, During, and After the Live Event**
- Considerations for Structuring Content
- **ROPES in Action**

Topic 7: Working With Subject Matter Experts

- Using SMEs in Instructional Design
- **Getting Started With a SME**

Topic 8: Designing and Developing Learning Materials

- Curation of Existing Content
- Creation of New Content
- Techniques for Developing Learner Centric Materials
Designing Materials to Assess Learning
- **Designing Effective Assessments**
- Designing Materials to Assess Learning



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Topic 9: Design Thinking and Rapid Prototyping

- How Design Thinking Can Improve Instructional Design
- **Empathy in Instructional Design**
- Applying Design Thinking
- **Before Design Thinking**
- **After Design Thinking**
- Rapid Methodologies and Prototyping
- Implementing and Evaluating

Topic 10: Evaluation

- Evaluating Talent Development Solutions
- Evaluation Methodologies
- Creating Evaluation Instruments
- Creating an Evaluation Plan

Topic 11 Capstone

- Introduction to the Capstone Project
- Develop Needs Assessment Interview Questions
- Create Learning Outcomes and Objectives
- Complete a Course Outline Using ROPES
- Create Content
- Create an Assessment
- Review Evaluation Data

Additional Tools and Resources:

- Guidelines for Learning Asset Design
- The Six Steps of Needs Assessment
- Using Bloom's Revised Taxonomy
- Template for Design Documents
- The ROPES in Action

What Participants Are Saying

“[The course] really helped consolidate my existing fragmented knowledge of ID built from experience into something that's more organized and outlined that I can refer to and use in the future. I like that I've been able to implement many of the things they've mentioned and they have helped me to move past roadblocks I would have had in the past. I believe ATD is known to be a good source of knowledge for professional development. The facilitators were great! This was a really pleasant and engaging experience.”

—Flor Garcia, Instructional Designer and Developer, TELUS International Holding



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RESOURCE SAMPLE

The ROPES in Action

The ROPES model is an instructional design strategy to increase learning outcomes, presented as a logical sequence to enhance the learning process.

R	Review is the transition from current knowledge to the new content by asking about the learner's familiarity with the new content.
O	Overview is a general preview of the objectives, benefits, and importance of the content.
P	Presentation is the description, discussion, and demonstration of the new content.
E	Exercise describes the activities that enable learners to practice and apply the new content.
S	Summary is the review and reflection of the key points of the content and an invitation to ask questions about it.



Why Choose ATD as Your Professional Development Resource?

During the last 75 years, our mission has been to empower talent development professionals with the knowledge and skills they need to be successful and remain competitive. We accomplish this by providing learning that sticks and leads to measurable results in your on-the-job performance.

What You Can Expect From an ATD Course

- ✓ Research- and competency-based learning with applied adult learning principles
- ✓ Hands-on practical activities
- ✓ An engaging environment that builds confidence and makes learning personally relevant
- ✓ Actionable take-home materials to ensure real application back at work

95+

Course
Topics



900+

Organizations
Have Trained
With Us



120+

Countries
With
an ATD
Presence



150,000+

Professionals
Have Learned
With ATD
Education



Ready to Get Started?



Register by Phone or Get a Consultation

Not sure what to take? Call a professional development specialist to help you enroll. They can give you course recommendations based on your learning goals and your role.

Call: 855.404.2783

Visit: td.org/instructionaldesigncert



Register Online

- Visit td.org/instructionaldesigncert
- **Choose** your preferred dates and times.
- **Click** Enroll.
- **Follow** the cart and checkout prompts.



Register a Team/ On-Site Training

Interested in bringing a course to your company as an on-site learning event?

Call: 888.816.7813

Email: enterprise@td.org

We Are Here to Help You and Your Team Learn, Grow, and Improve!