

What is the profile of a proficient instructional designer for e-learning environments?



# What is it?

Instructional design is the process where learning, rather than technology is at the centre of development. Instructional design for e-learning is about bridging the worlds of technology and education (Siemens, 2002).



# Instructional Design

Instructional design, especially for e-learning, has great potential for creativity.

The formal process of instructional design provides the 'shape' of learning.

Most of us involved in education or teaching are instructional designers.



# Instructional Design

The mix of technology and instructional design is where we you can make use of all kinds of tools to improve the learning experience.

The elements we work with are:

- content, both main and supplementary
- communication and how that will be done
- activities that enable learning. These may or may not be assessment related.



# How is it done?

## **ADDIE**

Simple, somewhat linear, but a good place to start.

Analyse -context

Design - plan

Develop - create

Implement – deliver

Evaluate – to improve



# How is it done?

## **OTARA**

A framework developed in New Zealand with an activity focus.

**Objectives**

**Topics**

**Activities**

**Resources**

**Assessment**



# Issues

There are many more instructional design frameworks that are in use. Some are very complex.

There is an argument that using an instructional design framework stifles creativity.



# Discussion





# E-learning instructional designer profile

Personal Attributes

Tasks



# Other considerations

Background

Education

Qualifications

Experience



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