



# Certificate Program in Instructional Design - Level 1

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## Certificate Program in ID: Program Details

### OVERVIEW

ID Mentors offers **Certificate Programs in Instructional Design**. The program covers the entire gamut of knowledge and skills that an individual needs to possess in order to function as an instructional designer in the learning design industry.

Our program is industry oriented, and a good mix of theory and practice. It equips students with the necessary theoretical background and practical skills so that the student can function in any industry/domain and in any learning medium.

### LEVEL 1: CERTIFICATION DETAILS

#### Level 1 - Basic Certificate Course in Instructional Design

This is a blended learning program created specifically for beginners – those who have 0 -1 years of experience in instructional design/E-Learning development.

- It addresses the basic principles of learning and motivation, and a walkthrough of the tasks that you need to complete for storyboarding.
- It presents popular frameworks and showcases how these are used in scripting/storyboarding.
- You get to see how storyboarding differs for E-Learning, Video tutorials and instructor-led training.

#### SKILL: What skills will you gain in Level 1?

**Storyboarding:** You will learn to develop a storyboard by completing the following tasks:

- Identifying content type
- Organizing content
- Specifying objectives
- Scripting a topic/module
- Visualizing the topic/module
- Creating assessment questions

Storyboarding in varied styles – Direct Instruction; Scenario-based and Video Tutorial

## DETAILED CONTENT OUTLINE

### Online Course 1: Instructional Design for Beginners

#### Discover ID for Beginners: Mind Map



## Online Course 2: Scripting an Instructional Unit



Episodes	What?	Why/Outcome
<b>Episode 1: Overview</b>	Difference between Instructional Writing & Creative Writing	To strike a balance between learning effectiveness and learner engagement
<b>Episode 2: Framework for Scripting: Gagne’s Events of Instruction</b>	Using Gagne’s Events of Instruction to develop a simple script	To include all essential elements in an instructional piece meant to address concepts
<b>Episode 3: Framework for Scripting: Kolb’s Experiential Model</b>	Using Kolb’s Experiential Model to develop a soft-skill script	To include all essential elements in an instructional piece meant to address soft skills and decision-making
<b>Episode 4: Scripting for Video Tutorials</b>	How is a script for a video tutorial different from one for traditional E-Learning?	To emphasize the point that video tutorials are meant to be seen and heard as against traditional E-Learning, where much of the content is read
<b>Episode 5: Deconstructing a Video Script</b>	Identifying the elements that make up a good video script	To gain familiarity with the elements that make up a video script
<b>Episode 6: Exhibits</b>	Samples of the following: Video Script, Traditional E-Learning Script & ILT Sessions	To see worked samples of each script type – expert modeling

## Certificate Program in ID: Program Details

### COST

The cost for **ID Level 1** is given below. It includes the cost for the online course as well as the contact sessions with Purnima Valiathan.

#### **Level 1 – Rs 10,000**

- Please note that all government taxes will be charged extra.
- Full payment will be made in **advance** via cheque/paid online.
- Students are required to use their own computers/laptops to take the online course.
- The contact sessions will be held virtually. ID Mentors will not cover the costs for arranging a room and other equipment required by the student for the contact session.
- Contact sessions will be scheduled as per mutual convenience.

### SAMPLE MODULE

You may take a sample module from the following link.

#### **Steps to take the free sample:**

1. Create a user account on our site – [www.purnima-valiathan.com](http://www.purnima-valiathan.com)
2. Complete the sign up process by clicking on the link that you will get via email.
3. Access the course page using this link - <https://purnima-valiathan.com/course/discover-id-for-beginners-free-sample/>
4. Key in your login details on the right-hand side of this page.

### FREQUENTLY ASKED QUESTIONS

#### **How is the program structured?**

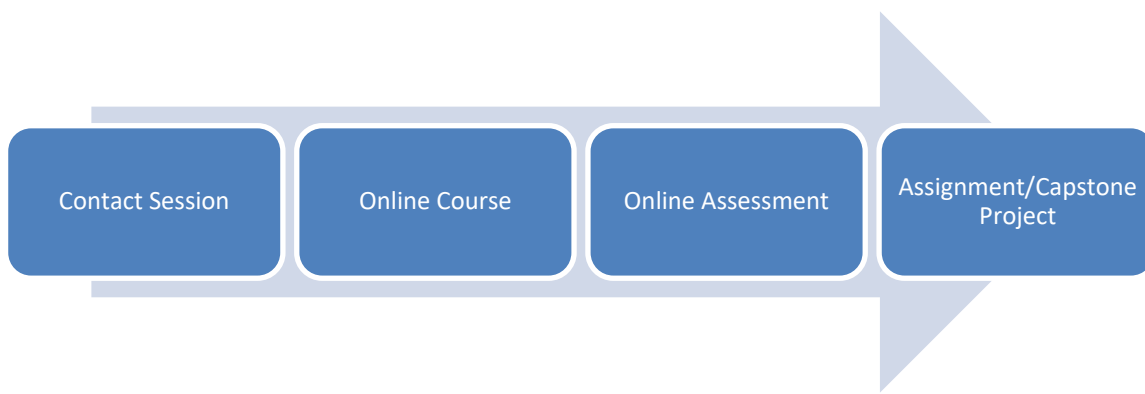
The program has three levels:

- **Level 1 - Basic Certificate Course in Instructional Design - 15 Days to 1 Month**
- **Level 2 - Intermediate Certificate Course in Instructional Design – 2 to 3 Months**
- **Level 3 - Advanced Certificate Course in Instructional Design – 3 to 4 Months**

## Certificate Program in ID: Program Details

### How is the program delivered?

The mode of delivery of our program is blended – contact sessions and online courses. There will be **contact sessions** conducted with the student using video conferencing software that will orient the student and address any doubts that the student may have. The **online courses** will contain the content and have been designed as structured courses/short learning pieces so that students can take the lessons anywhere, anytime. It is very important for an instructional designer who is going to design e-learning to use e-learning and understand the medium.



### What if I have doubts during online courses?

During the course of the online lessons, if the student has any doubts, the student can enter them in the **online discussion forum**. We answer the questions promptly. For complex questions, students can make use of the **contact sessions** with Purnima Valiathan to resolve doubts/queries.

### How many contact sessions?

Formally, we provide **2 contact sessions** in this program. The student may also call up Purnima for clarifying doubts with prior scheduling/appointment. If needed, we will arrange for more contact sessions.

### Do you help me stay on course?

We **track the student's progress** throughout the program and **send out regular communication** in the form of updates and reminders through their preferred medium to ensure that they are on track.

## Certificate Program in ID: Program Details

### How about assessments?

At the end of each course/level, the student has to take an **online assessment**. In addition to the online assessments, students are given **assignments**. These assignments provide the student an opportunity to practice the skills he/she gained. We evaluate the assessments and the assignments, and provide detailed feedback and guidance and if needed remedial material.

### What are my take-aways?

Besides the knowledge and skills that you gain through this program, you get:

- 1) A **certificate** stating that you have successfully completed the program, provided you successfully complete the online assessments, and the assignments
- 2) A **storyboard** that you will script as part of the final project in the program
- 3) **One-to-one learning sessions** with a leading expert in Instructional Design – Purnima Valiathan

### Do I get placement help?

We recommend promising candidates who show good progress in the course for jobs with the leading e-learning development companies.