



Certificate Program in Instructional Design - Level 3

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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 3: CERTIFICATION DETAILS

Level 3 - Advanced Certificate Course in Instructional Design

This is a blended learning program created specifically for practicing instructional designers.

- It addresses popular principles and frameworks of learning and motivation in novel and unique ways.
- Learners' get to explore how instructional design varies for different audience profile by deconstructing two of our online courses, Discover ID and ID @ Work.
- Finally, learners will learn how to design micro-learning pieces, in the form of video tutorials and performance support tools.

Note: Course-wise detailed content outline is provided in the subsequent pages.

SKILL: What skills will you gain in Level 3?

- **Design a solution:** Develop an approach note with a recommended training intervention/solution for a given situation.
- **Design a game, job-aid and creative questions**

DETAILED CONTENT OUTLINE

Course # 1: Instructional Design for Practitioners

ID @ Work: Mind Map

Episodes	Why?	Principle/Framework	Output/Deliverable
1. Six Honest Serving Men	Input for Design	A of ADDIE	TNA with Audience, Content, Outcome, Task and Environment Analysis
2. Goldilocks of the Brain	Create Content Flow	Working Memory Limitations Chunking Rules	Program Outline
3. Not Without the Porpoise	Scope content for topics or modules	Merrill's Matrix Bloom's Taxonomy	Detailed Design Document with Learning Objectives & Content Type
4. All Roads Lead to Rome	Figure out the best way to teach given the audience, content & learning outcome.	Cognitive, Behaviorist, Constructivist Learning Theories Adult Learning Principles	Detailed Design Document with Presentation Strategy for each topic/module
5. Knock, Knock Who's There	To ensure learner engagement and check learner progress	Framework by Purnima Valiathan Keller's ARCS	Detailed Design Document with interactions for each topic/module
6. Re-Imagine Learning	Put together all materials needed for learning and performance support	Kolb's Model Hunter's Model Gagne's Events of Instruction	Script Outline for Elearning Session Plan for ILT
7. Heads or Tails...Not Quite	Check Training Effectiveness Check Learner Understanding	Kirk-Patrick's Evaluation Model	Evaluation Blueprint End of Course Assessment Questions

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<https://purnima-valiathan.com/course/id-work/>

Certificate Program in ID: Program Details

Course # 2: Mobile Learning and Microlearning

#	Episode	Topics	Take Away
1.	Decoding the Jargon	<ul style="list-style-type: none"> Responsive and Adaptive Design Device-agnostic Learning Design Microlearning 	It is not enough to make your content adaptive or responsive. That works only for webpages. For online learning to provide the same experience across devices, you have to design them with mobile as the baseline. This makes your course device-agnostic.
2.	Mobile Learning	<ul style="list-style-type: none"> Design Considerations Strengths and Weaknesses Would you recommend Mlearning? Mlearning Evaluation Tool 	What features of hand-held devices must be considered when you design Mobile learning? Which situations benefit from Mobile learning and which don't? Learn this through an interactive exercise. And download a Mobile Learning Evaluation Tool for use at your workplace!
3.	Microlearning	<ul style="list-style-type: none"> Design Considerations Microlearning Example: Video Tutorial Microlearning: Other Formats <ul style="list-style-type: none"> Video Tutorial Job - Aid Infographic Article 	What constitutes Microlearning? What design components are necessary to ensure that your Microlearning is effective? View some real samples to get an idea of how Microlearning can and should be designed in various formats. We also share the proprietary framework we use to design Microlearning!

<https://purnima-valiathan.com/course/mobile-learning-microlearning/>

Course # 3: Gamification in Learning



GAMIFICATION IN LEARNING

LEARN ALL ABOUT GAMIFICATION VIA

GAMES



INTERACTIONS

QUESTIONS

Q: How do you know when the learner is engaged? (You can't tell when they're not.)

Q: How do you know when the learner is not engaged? (You can't tell when they're not.)

Q: How do you know when the learner is not engaged? (You can't tell when they're not.)

JOB -AIDS

Game Design: Job-Aid

Parameter	Results
1. Content is well-structured and not redundant to help your content	
2. Content is presented in an interesting and fun way to the audience, and is useful to the organization	
3. The content is well-structured, useful to the organization	
4. Content is well-structured and not redundant to help your content	

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Learning Goal:

1. Explain the concept of gamification and its benefits to the organization.

2. Identify the key elements of gamification and how they can be used to enhance learning.

3. Analyze the effectiveness of gamification and its impact on the organization.

4. Evaluate the impact of gamification on the organization's performance.

<https://purnima-valiathan.com/course/gamification/>

Certificate Program in ID: Program Details

Course # 4: Designing Assessments

Assessment Types

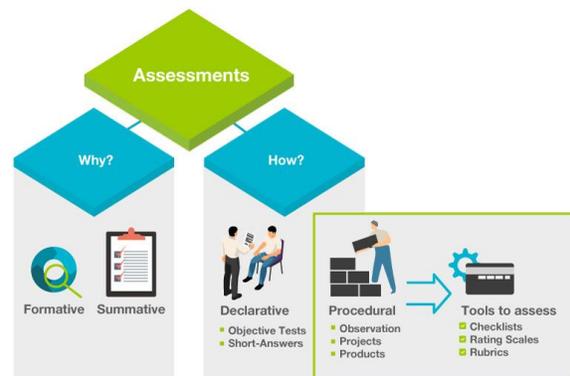
- Objective & Subjective
- Formative & Summative

Assessment Principles

- Reliability
- Validity
- Difficulty Index
- Discrimination Index

Assessment in Practice

- Assessing Procedural & Declarative Knowledge
- Creating an Evaluation Blueprint
- Assessment Tools
 - Questions
 - Checklists
 - Rating Scale
 - Rubrics
- Scenario-based Assessments
- Assessment Samples



Final Quiz

COST

The cost for **ID Level 3** is given below. It includes the cost for the online course as well as the contact sessions with Purnima Valiathan.

Level 3 – Rs 30,000

- 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.

Certificate Program in ID: Program Details

Steps to take the free sample:

1. Create a user account on our site – www.purnima-valiathan.com
2. Complete the sign up process by clicking on the link that you will get via email.
3. Access the Beginners course sample page using this link - <https://purnima-valiathan.com/course/discover-id-for-beginners-free-sample/> OR
4. Access the Intermediate course sample page, using this link - <https://purnima-valiathan.com/course/expertease-instructional-design-for-trainers-and-experts-free-sample/>
5. Key in your login details on the right hand side of the page to take the sample.

FREQUENTLY ASKED QUESTIONS

How is the program structured?

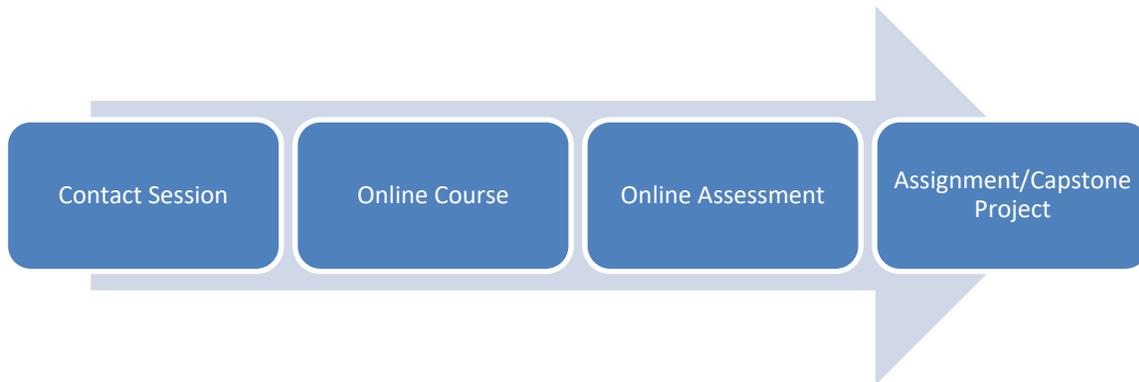
The program has three levels:

- **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**

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.

Certificate Program in ID: Program Details



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 **4 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.

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:

Certificate Program in ID: Program Details

- 1) A **certificate** stating that you have successfully completed the program, provided that you successfully complete the online assessments, and all assignments
- 2) A **portfolio** of assignments that you complete during the course of 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.