

A Checklist for Instructional Designers – well that ain't enough! Do read the full post. 😊

Do	Don't
Apply the principles, frameworks and theories to design storyboards. If your organization has some standards, then try to map it with the ID principles that you learned as part of training.	Don't change or move into another domain like project management or quality within a few years of developing storyboards. Learning ID is like learning to play a musical instrument. It takes a few years of practice to excel.
Become a self-learner. Follow influencers. Read articles that provide you insights and/or a practical framework with examples that you can emulate.	It's the easy way out when you are busy, but don't restrict your reading to articles that are designed as: 5 tips.... 7 ways... 4 techniques...
Assimilate information provided by the customer, the SME, the senior ID, the audience, the sales team, the project management team, while creating learning solutions. Highlight and address conflicting requirements, if any – build a consensus with all stakeholders.	Don't add/introduce a flamboyant strategy without understanding if that will really aid learning. Read up and understand Cognitive Load Theory – this is the foundation of learning science.
Educate yourself with the current trends, in depth. A superficial understanding, such as “games help to make courses engaging” will do more harm than good.	Don't include a strategy because it is the “flavor of the month”, or because the client demands it. Work as a consultant – offer alternatives and educate the customer. Every rational customer understands your POV, if you provide a rationale or guide them to experts who provide this rationale.
Create questions that make the learner think. Include desirable difficulties. Design questions that require the learner to make an effort. Effortful retrieval makes learning stick.	Don't include questions because it is a standard. Think through questions. Avoid having a question bank full of recall-level questions. Here's a mantra: the more effort you take to create a question, the more challenging it is for the learner.
Read, re-read, decipher, learn the content, research, make notes, ask the SME the right questions and then create the learning material. Become acquainted with the jargon used in the sector and create a list of questions before you meet the SME. Ask the SME to share examples, non-examples, and analogies for abstract concepts. Find out if learners have typical misconceptions.	Don't expect the SME to explain every concept to you. If they had the time, and knew how to design instructional material, instructional designers wouldn't be hired in the first place.
Convince the sales team as to why they cannot promise a learning outcome to the customer without taking the learning team into confidence.	Don't give up, and don't give in to unreasonable or ineffective demands from a learning perspective made by the sales team or the customer.
Educate yourself about learning visuals. Visualizing for learning material is a totally different ball game.	Don't add visuals for just the effect (as eye candy). Instructional visuals must simplify complex content or enhance the textual information.