

# e-CERTIFICATION IN INSTRUCTIONAL



Awarded by



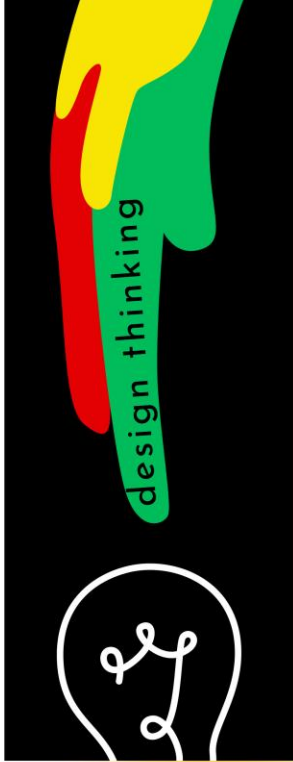
## DESIGN AND DEVELOPMENT





## Target Audience

Trainers, facilitators, Learning and development professionals, Subject matter experts, HR professionals and those interested in developing and designing effective content and interventions for learning and talent development.



## Objectives

### Certificate in Instructional Design and Development

equips learners with advanced capabilities for conceptualizing and creating instructional material. The learning landscape has changed significantly. There is a definite global trend indicating that, while direct delivery of instruction by trainers remains relevant, most organizations are asking their learning and development departments to transition to online, learner-led options. These options include micro-lessons, mobile learning, learning experience platforms, and augmented reality applications. With the urgent need to equip organization members with fast-evolving skill sets, organizations are looking to their instructional designers for solutions.



effective & innovative



## Objectives *(cont'd)*

This CIDD Course will enable you to use design thinking methods and course development tools to build effective and innovative learning experiences and materials.

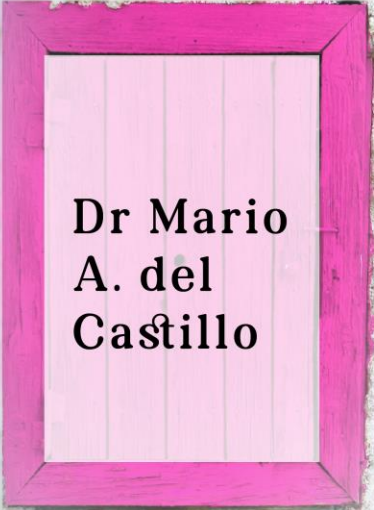
## The Needed Instructional Design Capabilities

- Learning sciences
- Design thinking
- Instructional theory
- Instructional systems design
- E-learning tools, technology and learning systems
- Training delivery and facilitation
- Augmented reality and virtual reality
- Coaching and mentoring
- Evaluation

Upon completion of this course, you will be able to

- **Describe** the major concepts of instructional design
- **Discuss** the leading theories in adult learning and instruction
- **Apply** the most current process models for instructional design work
- **Describe** the various analysis activities involved in instructional design
- **Design** trainer-led as well as learner-led learning experiences and courses
- **Propose** engaging and interactive learning strategies for self-directed learning
- **Create** prototype course materials for trainer-led, learner-led and hybrid course formats
- **Implement** a strategy for formative and summative evaluation of instruction





**Dr Mario  
A. del  
Castillo**

## Course Facilitator/Mentor

*is a Senior Consultant of ITD World. His work experience includes being a trainer, training and learning manager, executive director, senior consultant and instructional design consultant. He is a Past President of the Asian Regional Training and Development Organization as well as Past President of the Philippine Society for Talent Development. Mario was instrumental in establishing the Certificate in Training and Development in the Ateneo de Manila University Human Resource Centre. He later designed and developed the Certified Training Professional for ARTDO and ITD World.*

*Another popular course he developed are the eCertificate in Rapid E-Learning and eCert in Talent Development and Learning Professional with Dr William Rothwell. Mario has made presentations at international conferences such as the American Society for Training and Development (now Association for Talent Development). His PhD is in Organization Development from the Southeast Asian Interdisciplinary Development Institute, School of OD, Philippines. He is a graduate from Ateneo de Manila University in Business Management.*

# The Course at-a-Glance

Module 1	Foundations of Instructional Design
Module 2	Andragogy and Adult Learning Theories
Module 3	Design Thinking and Instruction
Module 4	Instructional Systems Design
Module 5	Instructional Analysis
Module 6	Designing Learning
Module 7	Developing Course Resources
Module 8	Formative and Summative Evaluation

# Course Delivery Scheme

Participants are expected to complete this course within 4-5 weeks. Two modules will be covered every week. Each module starts with a two-hour synchronous session with Dr Mario. Further studies will be led by the learner through guided self-study. Additional videos and instructional material will be provided through LMS.

## Study Time

Remote sessions	8 sessions x 2 hours each	16 hours
Self-paced e learning	8 modules x 6 hours estimated	48 hours

## Rubric

Pre and Post Test

Submission of short assignments for each module

Capstone Project: Submission of a fully designed and developed course



# Course Outline

## Module 1

## Foundations of Instructional Design

- Common terminologies used in Instructional Design
- The development of Instructional Design
- What instructional designers do
- Instruction Design to Learning Design

## Module 2

## Andragogy and Adult Learning Theories

- Six principles of Andragogy
- Neuroscience and adult learning
- Robert Gagne and the Conditions of Learning

# Course Outline

## Module 3

## Design Thinking and Instruction

- Introduction to Design Thinking
- Gagne's Nine Events of Instruction
- Merrill's Principles of Instruction
- Accelerated Learning Model

## Module 4

## Instructional Systems Design

- The ADDIE Model
- Individualized Instruction Theory
- The SAM Model

# Course Outline

## Module 5

## Instructional Analysis

- Analysing performance problems and root cause analysis
- Pre-design, Front-end Analysis
- Anticipating future skill gaps

## Module 6

## Designing Learning

- Process models for designing learning
- Domains and hierarchy of objectives
- Selecting learning strategies
- Designing Micro-learning

# Course Outline

## Module 7

## Developing Course Resources

- Resources for trainer-led and facilitated synchronous online courses
- Resources for asynchronous online courses
- Tools, techniques and steps for developing course materials
- Learning management systems and learning experience platforms

## Module 8

## Formative and Summative Evaluation

- Formative evaluation of prototype courses
- Summative evaluation and the Kirkpatrick Model
- Real-world learning evaluation models

Awarded by



*The CIDD course  
offered by **ARTDO  
International  
and ITD World***



The **Certification in Instructional Design and Development (CIDD)** designation recognizes individuals who complete the CIDD course. ARTDO International and all of its member organizations recognize that those individuals so designated possess the competencies expected of a training practitioner.

The Instructional Design and Development (CIDD) course is offered by the **ARTDO International** in collaboration with the **Institute of Training and Development (ITD)**. The award is given upon the satisfactory completion of a five-module competency-based skills development program which lasts for ten days and the submission of a set of required certification reports indicating the demonstration and application of the set of training competencies in an actual work-related setting within a ninety day post-training assessment period.

Participants are expected to satisfactorily perform the tasks of a training professional using the set of twenty training competencies specified by ARTDO International & ITD.



[www.itdworld.com](http://www.itdworld.com)

Follow us on



/ ITDWORLD

#### **MALAYSIA**

##### **ITD PENANG (Head Office)**

Tel: +604 228 3869

E-mail: [itdpg@itdworld.com](mailto:itdpg@itdworld.com)

#### **ITD KUALA LUMPUR**

Tel: +603 6203 3880

E-mail: [itdkl@itdworld.com](mailto:itdkl@itdworld.com)

#### **U.S.A**

##### **ITD U.S.A**

Tel: +480 545 2878

E-mail: [itdusa@itdworld.com](mailto:itdusa@itdworld.com)

#### **LATIN AMERICA**

##### **ITD Americas**

Tel: +524 421 905 982

E-mail: [itdamericas@itdworld.com](mailto:itdamericas@itdworld.com)

#### **AUSTRALIA**

##### **ITD AUSTRALIA**

E-mail: [itdaustralia@itdworld.com](mailto:itdaustralia@itdworld.com)

#### **SINGAPORE**

##### **ITD INTERNATIONAL PLE LTD**

Tel: +65 85 556 001

E-mail: [itdsg@itdworld.com](mailto:itdsg@itdworld.com)

#### **THAILAND**

##### **INTERNATIONAL ITD LTD**

Tel: +662 116 9336 to 7

E-mail: [itdbkk@itdworld.com](mailto:itdbkk@itdworld.com)

#### **VIETNAM**

##### **ITD VIETNAM**

Tel: +84 28 38 258 487

E-mail: [itdhcmc@itdworld.com](mailto:itdhcmc@itdworld.com)

#### **PHILIPPINES**

##### **ITD CONSULTING GROUP INC**

Tel: +632 8887 7428

E-mail: [itdmanila@itdworld.com](mailto:itdmanila@itdworld.com)

#### **CAMBODIA**

##### **ITD-LDC**

Tel: +855-23 555 0505

E-mail: [itdcambodia@itdworld.com](mailto:itdcambodia@itdworld.com)

#### **INDONESIA**

##### **ITD-GLC**

Tel: +6221 2930 8710

E-mail: [itdjakarta@itdworld.com](mailto:itdjakarta@itdworld.com)

#### **MYANMAR**

##### **ITD - BCTC**

Tel: +959 765 222 103

E-mail: [itdmyanmar@itdworld.com](mailto:itdmyanmar@itdworld.com)

#### **BANGLADESH**

##### **INTERNATIONAL ITD LTD**

Tel: +880 173 070 4688

E-mail: [itdbangladesh@itdworld.com](mailto:itdbangladesh@itdworld.com)