

Course Design Checklist

Step 1: Instructional Design Model

In this step you'll decide on which methods to apply to managing the instructional design process.

- Gather any templates you need for your course, leader guide, syllabus, and workbook.

Step 2: Determine the Training Need

In this step discover things you can do in addition to or instead of training. Based on what you know about your audience perhaps there is something that will enhance the experience and make your effort more effective.

- Determine which solutions (training, and/or other performance interventions) are needed to accomplish your goal. Apply Project Management tools and best practices.

Step 3: Create a Consistent Style

Create a branding and style guide that will help you stick to a certain look and feel for your course. Then you won't go out with a variety of mismatched colors, fonts, photographs, clipart, etc., that make your course look unprofessional.

- Create a branding or style guide.

Step 4: Audience Assessment and Personas

You might already have a good idea of who your audience is, but perhaps there are a few aspects you haven't considered that will alter your course design efforts. Develop personas for your course so that you can keep you audience in your mind's eye and you're sure to create content that is both appealing and impactful.

- Analyze your audience using a bank of questions.
- Write a paragraph or two describing your audience.
- Create personas of your typical audience.

Step 5: Content Analysis and Organization

Start brainstorming topics, course name, and a description for your class. These pieces are 'written in pencil' as they will morph and grow as you refine your course. Take a look at the list of topics, create an instructional strategy for sequencing your course, and gather the content you need, or perhaps already have, to create your course.

- Create a program map.
- Create a title and write a purpose of your course.
- Brainstorm a topic list.
- Gather content:
 - Leverage current content.
 - Perform a scribing session.
 - Perform a brainstorming session and determine gaps.
- Organize your topics.
- Categorize your topics and apply a sequencing strategy.
- Create an outline of your topics and subtopics.

Step 6: Write Course Objectives

Create objectives for the topics you are teaching, and determine how deep to go into each topic and what the final learning outcome should be.

- Determine what level you will teach each topic at and write learning objectives accordingly.

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Step 7: Create a Course Map (Wireframe)

Like using a blueprint, begin wireframing the components of your course so you can get a big picture overview of your course and identify any gaps that need to be filled.

- Visually depict your course and course components to communicate a design.

Step 8: Apply Content Design Strategies

Use different methods to engage and instruct your audience whether you choose to use a story, case study, animation, or visual model to explain your topic it is important to mix it up and use a variety of relevant content strategies to avoid brain fatigue.

- Review your course content for opportunities to apply various course design strategies.

Step 9: Add Visual Enhancements

Break up your content or cue your audience to important content using visual enhancements include tabs, conversation bubbles, number cues, 'sticky notes', and much more.

- Look through your course or design for opportunities to add visual enhancements that will assist the learning process of your target audience.

Step 10: Final Course Development

Add the final touches to your course, test it for usability, and launch your workshop, course, or seminar.

- Complete development and export your course.
- Test your course.
- Launch your course.