

# Becoming an Instructional Designer



**Instructional design (ID)** is the art of designing and iterating learning experiences and curricula to meet the learner's needs.

## What do instructional designers do?

- Understand their audience
- Create engaging learning experiences
- Develop instructional roadmaps
- Evaluate results
- Iterate their materials to improve student success

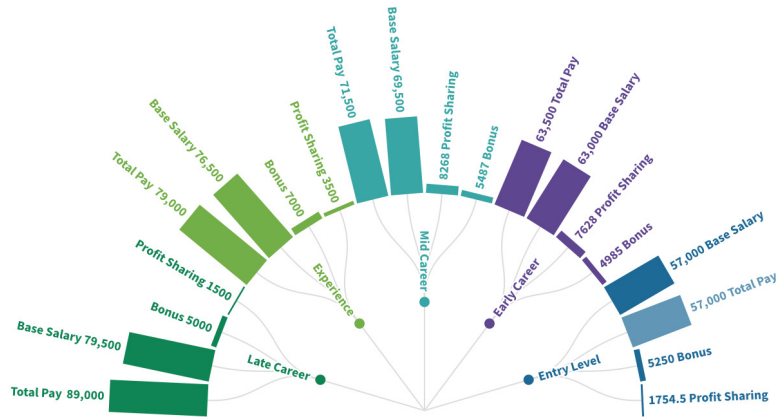


Instructional designers devise both courses and supporting materials while staying on top of current education and technology trends. They work in the corporate world, for governments, academic institutions, non-profits, and as freelancers, consultants, or vendors.

## Instructional Designer Salary by Level of Experience

Instructional Design is one of the *fastest-growing* professions, with a projected 10% growth between 2020-2030, where the average is 8%.

The average salary is ~\$64K a year, according to Payscale.



Source: Payscale, [https://www.payscale.com/research/US/Job=Instructional\\_Designer/Salary](https://www.payscale.com/research/US/Job=Instructional_Designer/Salary)

## What do you need to succeed as an ID?

- A good understanding of instructional design methods (both data- and theory-driven)
- Sharp technical skills
- Graphic design knowledge
- Solid, demonstrable experience
- A strong portfolio



## Instructional Design Theory

- ADDIE
- Merrill's Principles of Instruction
- Bloom's Taxonomy
- Gagné's Events of Instruction
- Action Mapping
- ARCS Model of Motivation
- Behaviorism
- Cognitive Information Processing
- Kirkpatrick's Model of Evaluation
- Mayer's Principles of Multimedia Learning
- SAM (Successive Approximation Model)
- Agile

## Technical Skills

Keeping up with technological changes and advances is essential for an instructional designer:

- Authoring tools
- Web programming languages
- Learning Management Systems (LMS)
- Multimedia



## Instructional Design Books to get you Started:

- What I Wish I Knew Before Becoming an Instructional Designer, by Luke Hobson
- Map It: The Hands-On Guide to Strategic Training Design, by Cathy Moore
- Design for How People Learn (Voices That Matter), by Julie Dirksen
- The eLearning Designer's Handbook: A Practical Guide to the eLearning Development Process for New eLearning Designers, by Tim Slade
- The Accidental Instructional Designer: Learning Design for the Digital Age, by Cammy Bean

Sources: Pace, Edel. "Becoming an Instructional Designer." March 31, 2022. <https://www.stcidlsig.org/becoming-an-instructional-designer/>

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