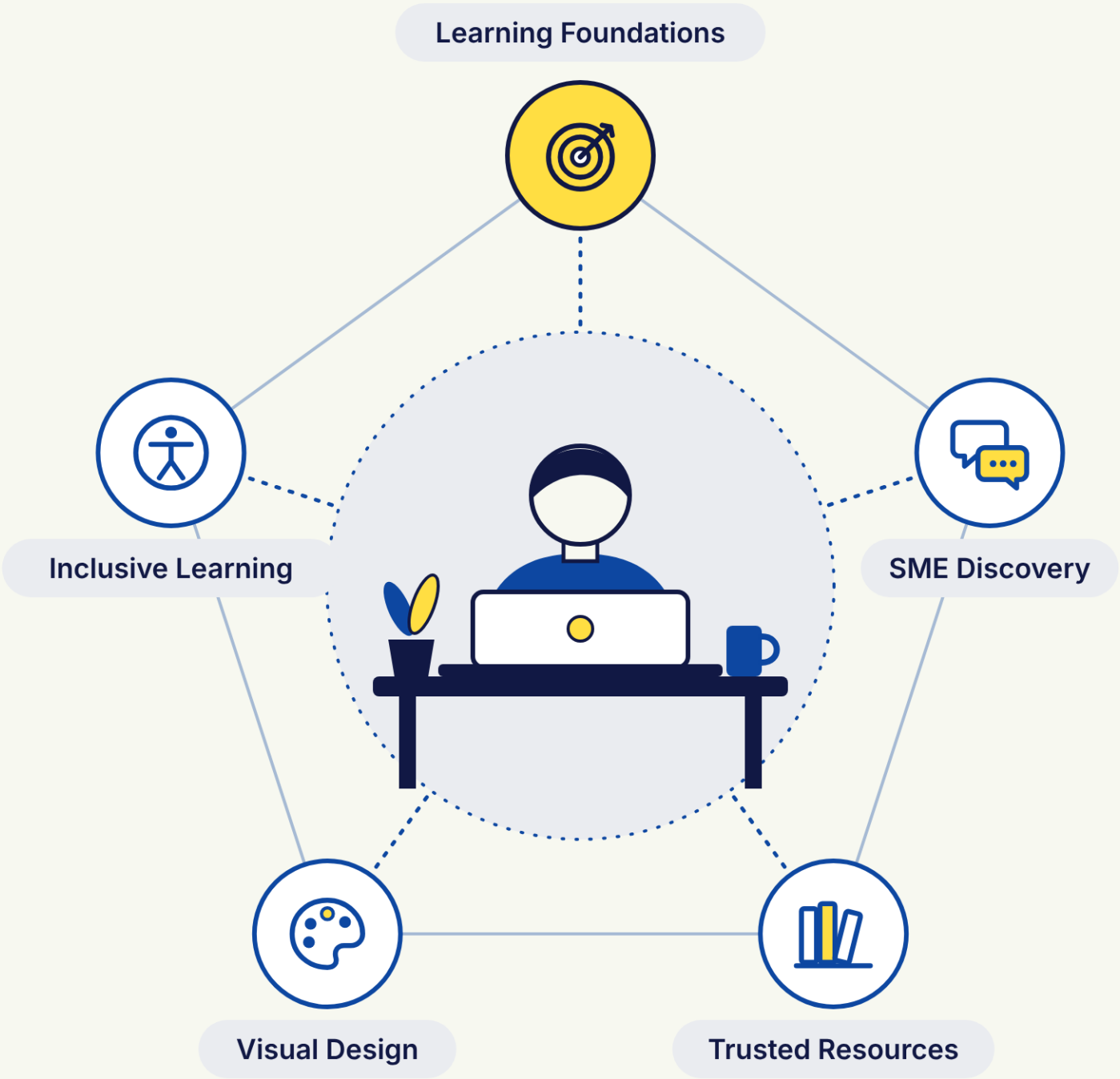
AN INSTRUCTIONAL DESIGN SERIES · 01 / 07

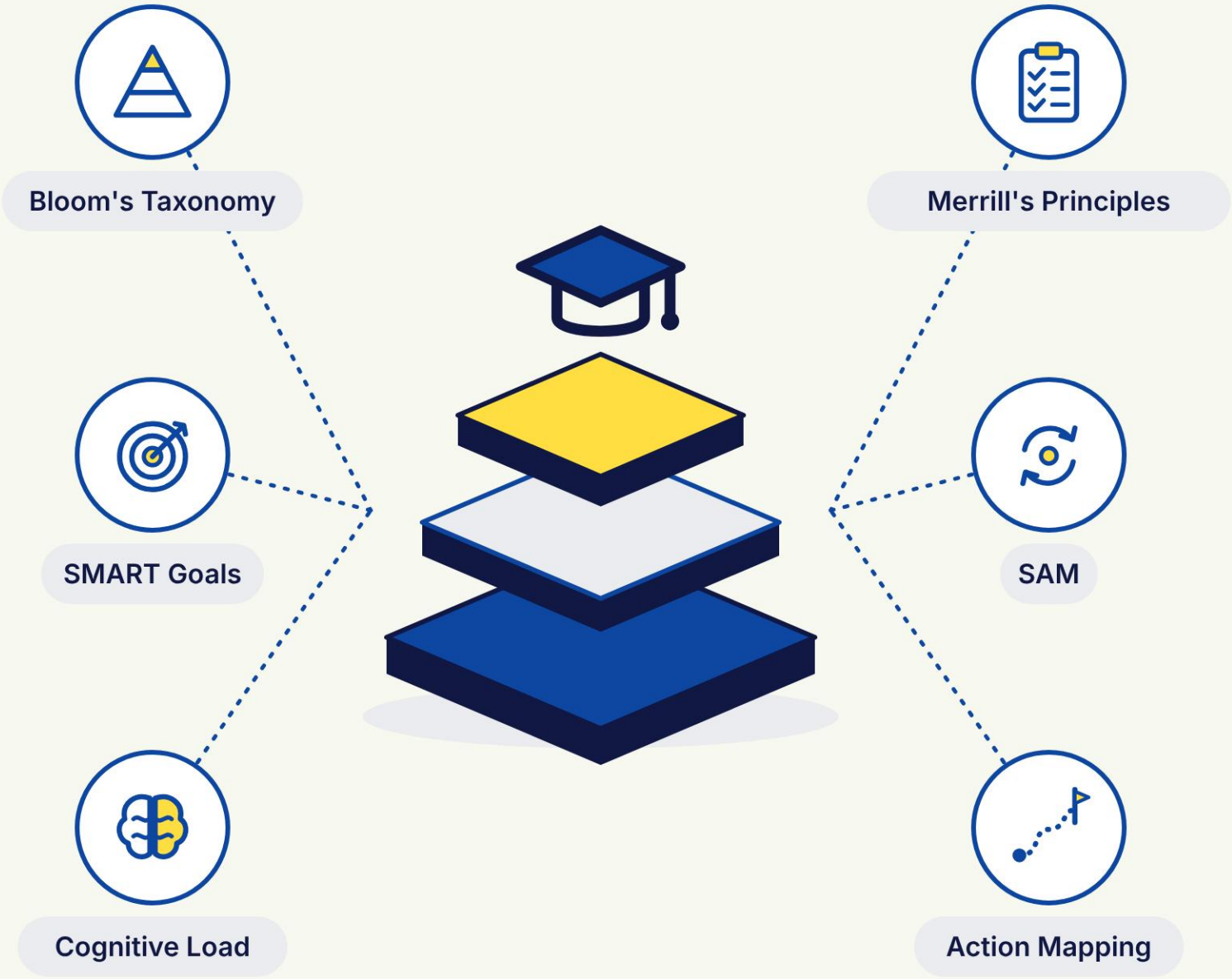
Advice for Instructional Designers



Build learning with purpose.

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Start with Learning Science

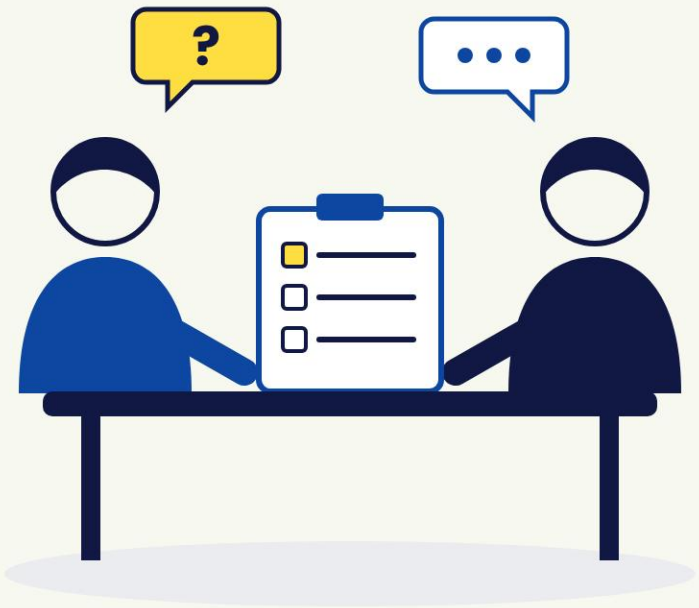


Choose the right framework.

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Ask Better Questions

- Desired Outcomes
- Experience Level



- Target Audience
- Training Duration
- Delivery Method

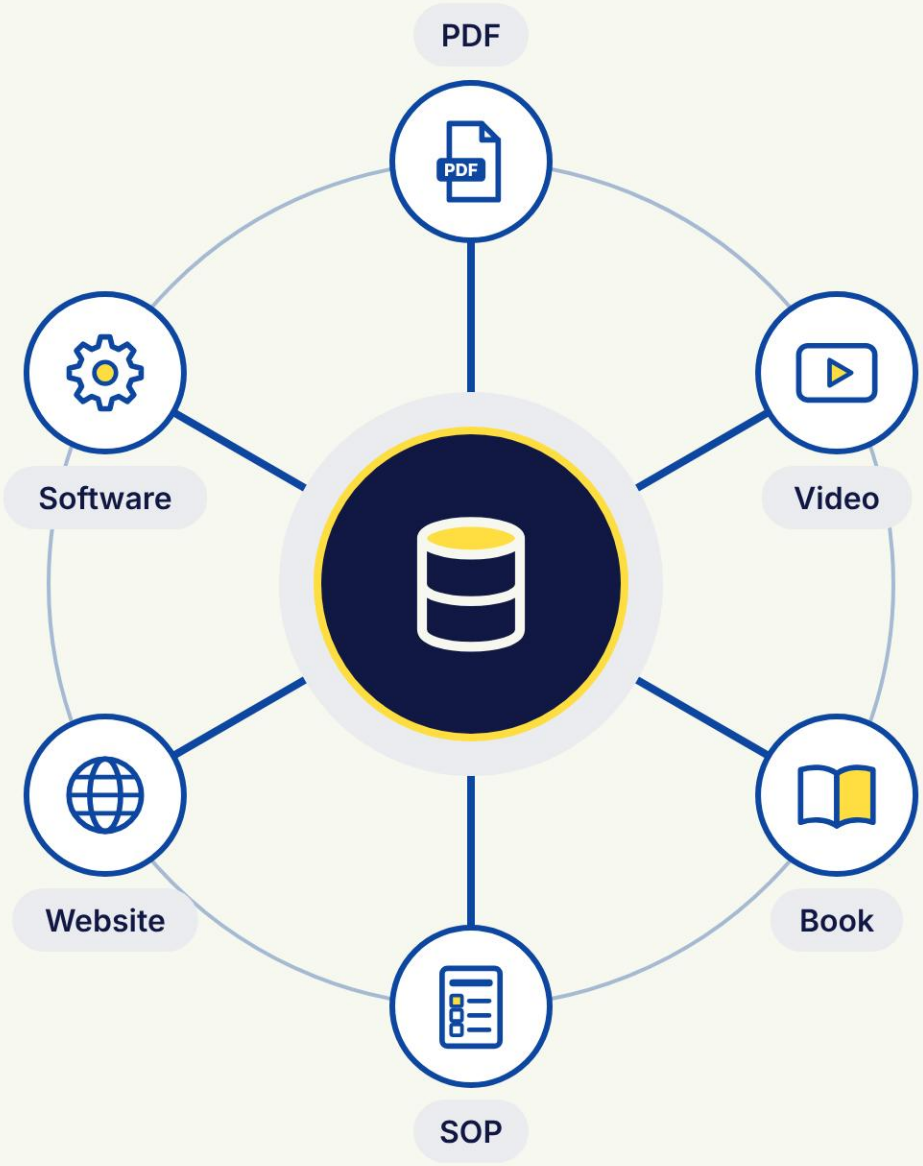
Delivery Method

- Self-Paced
- VILT
- ILT
- Blended

Design starts with discovery.

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Collect Credible Resources



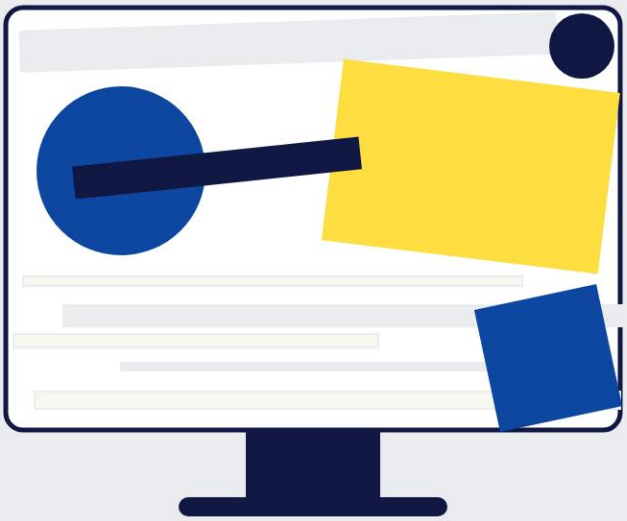
- **SME Resources**
- **Trusted Sources**
- **Industry Backed**
- **Peer Reviewed**

Build from evidence, not assumptions.

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Keep Design Simple

Avoid



VS

Aim For



- **Color Contrast**
- **Readable Fonts**
- **Visual Hierarchy**
- **Consistency**
- **White Space**

SERIES PALETTE

Light Gray	Warm Ivory	Golden Yellow	Trust Blue	Deep Navy
#eaecf0	#f7f8f0	#ffde42	#0d47a1	#111844

Simple design improves learning.

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Design for Everyone

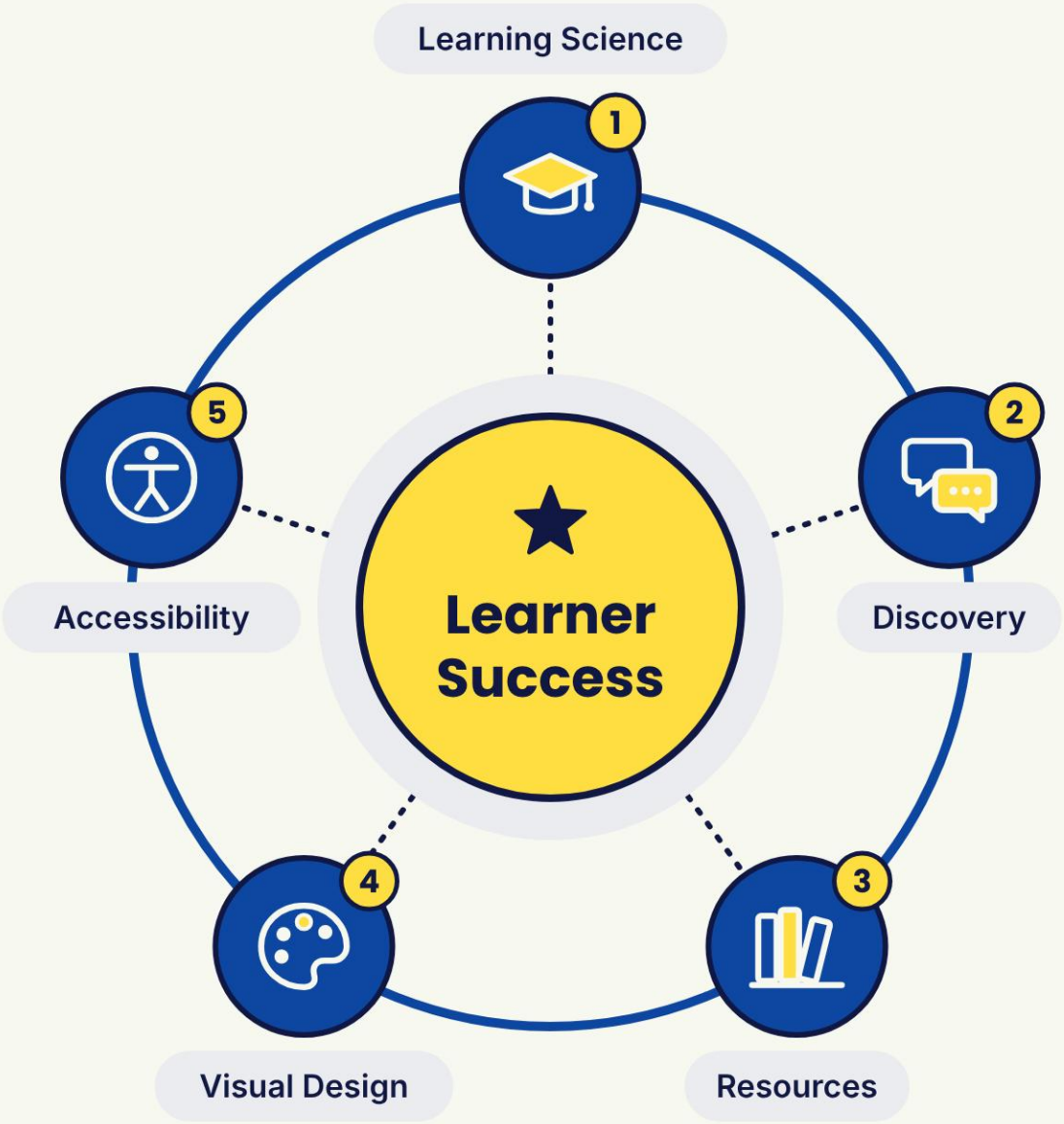


- **Accessibility**
- **Multiple Formats**
- **Clear Navigation**
- **Learner-Centered**
- **Flexible Access**

Every learner matters.

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Great Instructional Design



Balance learning science, business goals, accessibility, and thoughtful design.

Never skip the fundamentals.

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