

INSTRUCTIONAL DESIGN STRATEGY IN E-LEARNING DESIGN

Content

2

- What is a Strategy?
- What is Instructional Design Strategy?
- Types of ID Strategies
- Significance of ID Strategies
- Recommended ID Strategies
- Conclusion

What is a Strategy?

3

- A strategy is a game plan or plan of action that involves performing a particular task. It implies the approach used to train or to teach, to attain the learning objectives of a course.
- In E-Learning domain, Instructional Design Strategy is applied to achieve the learning objectives

What is Instructional Design Strategy?



4

- With the advancements in E-Learning, instructional design strategies are widely applied in E-Learning design resulting in enrichment of both instruction and learning.
- The Instructional Design [ID] Strategies are carried out in the new environment.
- E-Learning programs are considered successful only if Instructional Design Strategies are applied appropriately during the development phase.

What is Instructional Design Strategy?



5

- Instructional Design [ID] Strategy is a high-level plan that describes teaching a subject/course/module.
- It includes setting clear objectives, finding the actions to achieve these objectives, and utilizing different resources, tools, and devices to meet these objectives.

Types of ID Strategies

6

- There are two types of instructional design strategy namely; instructional strategy and media strategy.
- These two strategies contribute to course effectiveness.
- It may include resources such as the presentation patterns, learning devices, course features, course structure, and media types utilized in the course.

Significance of ID Strategies

7

Interactive Sessions

- An effective Instructional Design strategy helps you to captivate your online learners.
- A right Instructional Design strategy portrays the implementation of practical exercises such as follows:
 - ▣ Quizzes
 - ▣ Interactive elements such as selection
 - ▣ Simulations
 - ▣ Storyboards
 - ▣ Case studies/Scenarios
- These interactive options facilitate self-paced as well as result-oriented learning.

Significance of ID Strategies

8

Innovative Approaches

- No limitations or restrictions are available in the instructional design strategy.
- Each Instructional Designer will have a unique strategy to design a course or a module.
- There are various ways available to attain the same learning objectives.
- Instructional Strategy is about opting the most effective strategy in a specific situation for a specific audience.

Recommended ID Strategies

- The following exhibit shows the recommended type of strategies for suitable training types.

Type of Strategy	Training Type
Storytelling (theme)	Behavioural Training, Coaching, and Counselling
Guided Learning	Induction Training, Product Training
Case study	Safety Training, Quality Training, Compliance Training
Scenario-based	Compliance Training, Safety Training, Induction Training
Learning through Exploration and Discovery (LEAD)	For advanced learners

Conclusion

10

- This presentation gives you an outline about Instructional Designing Strategies in E-Learning domain.
- This presentation serves as a reference document for the Instructional Design Strategy for different learning methods and training types.



Instructional Design Strategy in E-Learning Design

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