

8-Week Online Course

Certificate in Instructional Design (ID) and Instructional Writing

September 5 to November 2, 2023
(Tuesday and Thursday from 7 PM to 9 PM)



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Registration Form Certificate Course in Instructional Design and Writing (Online)

COURSE OVERVIEW

Instructional Design is the art and science of designing engaging and effective training programs that help learners easily absorb, retain, and apply skills and knowledge being imparted.

The process includes **analysing and defining**:

Why you are creating this training or the business goal.

Whom are you training.

What skills and knowledge need to be taught.


How, When, and/or Where will the training be conducted.

Once you have the **instructional plan** ready, the next step is to actually create the content as defined by the instructional plan.

In this **Certificate Course in Instructional Designing**, you will learn the fundamental skills required to be an efficient **Instructional Designer** including:

- ▶ Creating an instructional plan
- ▶ Creating content for training programs:
 - Instructor-led training (ILT)
 - eLearning

COURSE OUTLINE

 The **Course Outline** indicates the scope of training. The sequence may vary.

- ▶ **Introduction to Instructional Design**
- ▶ **Instructional Design Fundamentals**
 - Learning theories
 - Learning styles
- ▶ **Dick and Carey's Systems Approach**
 - Identify instructional goals
 - Conduct instructional analysis
 - Analyse learners and contexts
 - Write performance objectives
 - Bloom's Taxonomy
 - Develop assessment instruments
 - Develop instructional strategy
 - Develop and select instructional materials
 - Design and conduct the formative evaluation of instruction
 - Revise instruction
 - Conduct summative evaluation

📎 The generic ADDIE Model will be covered as well.

▶ **Creating Instructional Material**

- Characteristics of Effective Instructional Material
- Gagne's Nine Events of Instruction
- Instructor-led Training
 - Instructional Aids
 - Assessment Aids
 - Instructor Guide
 - Student Guide
 - Presentations
- eLearning (Asynchronous Online Training)
 - Instructional Aids
 - Assessment Aids
 - Storyboarding

THE TRAINING METHODOLOGY

▶ The training will:

- Follow a **learn-understand-apply** cycle.
- Be hands-on and interactive with comprehensive exercises at various points in time.

EVALUATION METHOD

There will be **3** tests with questions of the following types:

- a. Multiple choice
- b. True/False
- c. Fill in the blanks

There is **1** project that:

- a. will have detailed instructions.
- b. the participants have to complete **independently** and within the **specified time**.

CERTIFICATION

▶ A **Certificate of Completion** will be awarded to participants who meet **all** of the following criteria.

The participant has:

- a. an attendance of more than 80%.
- b. a score of at least 60% in all the **3** tests.
- c. completed the project as defined in the project summary.

- ▶ A **Certificate of Participation** will be awarded to participants who meet **all** of the following criteria. The participant has:
 - a. an attendance of more than 70%.
 - b. score of more than 60% in at least **2** of the **3** tests.
 - c. completed the project as defined in the project summary.

The participants have the option of:

- retaking any of the tests **once** at a cost of INR 1000/- per test.
- redoing and resubmitting the project **once** at a cost of INR 3500/-.

PLACEMENT SUPPORT

All participants who earn a **Certificate of Completion** or **Certificate of Participation** will be given placement support in the form of job leads at various organisations.

🔒 There is no job guarantee.

COURSE SCHEDULE AND FEES

SCHEDULE

- ▶ **Duration:** September 5, 2023 to November 2, 2023
- ▶ **Time:** Tue-Thu; 7:00 PM to 9:00 PM

COURSE FEES

- ▶ The course fees will be **Rs. 35,000/-** + 18% GST.
- ▶ **Discount:** Early bird discount of INR 3500/- for registrations completed **on or before August 18, 2023**.
- ▶ The course fees is payable 100% in advance by a cheque or NEFT.

CANCELLATION AND REFUND POLICY

For cancellations:

- ▶ **On or before August 22, 2023:** Refund of 100% of fees paid.
- ▶ **From August 23, 2023 to August 27, 2023:** Refund of 75% of fees paid.
- ▶ **From August 28, 2023 to September 1, 2023:** Refund of 50% of fees paid.

🔒 There will no refund after the course starts.

MODE OF PAYMENT

- By cheque/draft in favour of **ibruk Consulting Pvt Ltd**; payable in Mumbai.
- Online Transfer (details will be provided on request).

ABOUT THE LEAD TRAINER

Our training programs are designed and led by **Aruna Panangipally** who:

- ▶ Is a pioneer in technical writing and instructional design in India.
- ▶ Is the Managing Director of ibruk Consulting Pvt Ltd.
- ▶ Is an Electronics Engineer with an Executive Management Qualification from IIM Calcutta.
- ▶ Has more than **30 years'** experience in Technical Writing and Instructional Design.
- ▶ Is a regular speaker at national and international technical writing conferences such as the **STC** and **TWIN** conferences in India and **tcworld** in **Germany**.
- ▶ Is a published author on technical writing and instructional design technologies and methodologies.

ABOUT IBRUK CONSULTING

Established in 2007, ibruk Consulting Pvt Ltd is a technical writing and courseware development firm based in Mumbai, India. Led by Aruna Panangipally, ibruk Consulting brings to its clients the rich experience gleaned from executing projects worldwide.

PARTIAL LIST OF CLIENTS



CONTACT US

For registration or queries, contact:

- ▶ **e-mail:** training@ibruk.in
- ▶ **Phone:** +91-9820054581
- ▶ **Website:** www.ibruk.in



Registration Form

Certificate Course in Instructional Design and Writing (Online)

Contact Details			
Name:			
Address:			
Telephone:			
Email:			
Educational Details (Formal and Informal)			
Qualification	Institution	Year/Grade	
Work Experience			
Organization	Designation	Duration	
Payment Details			
Cheque No/Tx Ref::		Date:	
Bank:		Branch:	
Amount:			