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Program Description:

What Is The Purpose Of This Program?

- The purpose of this program is to take a person who has very little knowledge of the Learning & Development Instructional Design career path and put them in a position to take on a professional, entry-level position in the field.

Who Is This Program For?

- This program is designed to assist people looking to change careers into the Instructional Design field.
- The program is also geared for individuals that are unable to pay for college tuition and would like an opportunity to learn the skills of the field or local non-profits who may have a client or employee that can benefit from this program.
- This program will not provide credentialing or CEU's, however, participants will receive a Certificate of Completion listing the total hours attended as well as written confirmation of the topics and projects completed.

How Long Is This Program?

- The entire program, Phase 1 & Phase 2, will run for 12 months.
 - Each phase runs approximately six months with scheduled breaks within that timeframe.
 - Each cohort group will meet once every two weeks for two hours a night.

When Will This Program Start?

	Phase 1	Phase 2
Term	September 5, 2018 to February 16, 2019	February 27, 2019 to July 10, 2019
What days do we meet?	Wednesdays	Wednesdays
What time do we meet?	6:30 pm to 8:30 pm	6:30 pm to 8:30 pm
What are the session dates?	9/5/18, 9/19/18, 10/3/18, 10/17/18, 11/14/18, 11/28/18, 12/12/18, 1/9/19, 1/23/19, and 2/6/19	2/27/19, 3/13/19, 3/27/19, 4/10/19, 4/24/19, 5/8/19, 5/22/19, 6/5/19, 6/19/19 and 7/10/19
What are the program breaks?	<ul style="list-style-type: none"> • No session on October 31, 2018 • Winter Break: December 12, 2018 to January 8, 2019 	
Program General Planning Breaks:	<ul style="list-style-type: none"> • February 7, 2019 to February 26, 2019 • Facilitators and program volunteers prepare for Phase 2 • If you have questions during this time related to Phase 2 please email: atdcflisdbootcamp@atdcfl.org 	TBD
Contact information	atdcflisdbootcamp@atdcfl.org	atdcflisdbootcamp@atdcfl.org

Where Will We Meet?

- Our Venue Sponsor is DRMP, Inc.
- They are located at:
 - 941 Lake Baldwin Lane, Orlando, FL 32814
 - www.drmp.com

Program Objectives:

Participants of Phase 1 and Phase 2 of this instructional design program will be able to:

1. Determine the appropriate instructional strategies for content
2. Discuss various modern learning concepts, such as content curation, mobile learning, podcasting, and responsive design
3. Write quality scripts that include conversational grammar and active speaking voice
4. Identify situations where various scenarios are the appropriate solution
5. Develop basic eLearning courses using industry standard tools
6. Develop advanced eLearning scenarios, such as branching content, adding media, using variables, and triggers or actions
7. Interview a SME and receive the needed information for the project
8. Develop visually appealing course content
9. Record narration in various tools
10. Define how a corporate training team operates and the various forms it can take
11. Shoot and edit video using various tools, such as their phone, DSLR camera, external mics, and professional editing software
12. Identify non-standard uses of various eLearning tools – screen recording, building complex graphics or animations in PowerPoint, capturing audio from existing materials, etc.
13. Discuss the types of LMS systems that are available, as well as be able to describe how they work, in a general sense
14. Participate in a project at various stages of its completion
15. Identify career opportunities in the central Florida job market
16. Discuss the value of being involved with a professional organization, such as ATD or the eLearning Guild, and the associated learning opportunities

Portfolio Projects

The ATDCFL chapter and some of its non-profit partners have a constant need for content. The intent is that learning these concepts will involve teams of participants taking on various projects these organizations need. Therefore, participants will have a professional project or two for their portfolio.

How Will We Do All This?

ATDCFL facilitators, Barry Nadler, Kelley Miller, and Rosa Espinal, will facilitate the program that allows participants to benefit from the insight of other chapter members and community partners that will act as secondary facilitators throughout the course of the program. Various speakers will cover topics, such as:

- Tool skills
- Their career journeys
- The value of a personal network of people
- Inspiration projects
- Their view of what entry-level skills are important

How Much Will This Cost?

Phase 1: September 5, 2018 to February 6, 2019

Early Registration ends 8/29/18

- \$250 Students & Referrals from Non-Profit agencies (A registration code is required. Please email ATDCFLISDBOOTCAMP@atdcfl.org for the code)
- \$350 ATD Members
- \$380 Become a Member
- \$400 Non-Members, Guests
- \$450 Late Registration ALL

Phase 2:

Early Registration ends 2/8/19

- \$250 Students & Referrals from Non-Profit agencies (A registration code is required. Please email ATDCFLISDBOOTCAMP@atdcfl.org for the code)
- \$350 ATD Members
- \$380 Become a Member
- \$400 Non-Members, Guests
- \$450 Late Registration ALL

Course Topics:

These are the topics we will discuss during our sessions (not in order):

Phase 1 (non/low tech basics)	Phase 2 (more technical)
<ul style="list-style-type: none"> • What is ISD? • What are the various models of ISD? • Storyboarding • SME's • Project management • Engaging the learner • Visual design • PowerPoint • Strategies 101 (what model to use when designing – when to use one model over another) • Job aids 101 • eLearning 101 • Professional associations / networking 	<ul style="list-style-type: none"> • Gamification elements • Video • Tools – SL, Captivate, other • LMS • Web conferencing • Learning concepts (podcast platform) • Strategies 102 (Deeper Dive – what model to use when designing – when to use one model over another) • Advanced PowerPoint • Visual Design • Job aids 201 • eLearning 201 • Agile Prototyping • Audio

Phase 1 Syllabus

When	Topics
September 5, 2018	<ul style="list-style-type: none"> • Why are you part of this program? • What is L&D? • What do L&D teams at various CF companies do? Who are their learners? <ul style="list-style-type: none"> ○ Guest Speakers from various organizations will share what they do • What is the difference between internal L&D and external L&D?
September 19, 2018	<ul style="list-style-type: none"> • What does an instructional designer actually do? • What key skills does an ID need to have?
October 3, 2018	<ul style="list-style-type: none"> • How do you learn something new? • What are common challenges you will be asked to solve? <ul style="list-style-type: none"> ○ Teams will perform an analysis of the learning problem they will be tasked with. This will become their group project.
October 17, 2018	<ul style="list-style-type: none"> • Designing a learning solution • Flipped classroom concepts • Design skills
October 31, 2018	NO SESSION
November 14, 2018	<ul style="list-style-type: none"> • What is a learning strategy? • What are some possible learning strategies? • Discuss viable solutions related to their projects
November 28, 2018	<ul style="list-style-type: none"> • What is a Project Kickoff meeting? • How to interview a SME <ul style="list-style-type: none"> ○ Practical application: <ul style="list-style-type: none"> ▪ Instructors will interview a SME; Learners will interview each other ▪ Learners will interview various ATD members related to the challenges presented to them

When	Topics
December 12, 2018	<ul style="list-style-type: none"> • Why is visual design so important? <ul style="list-style-type: none"> ○ Please watch this video prior to our session <ul style="list-style-type: none"> ▪ https://www.youtube.com/watch?v=gj3ZnKlHqxl • Elements of Visual Design <ul style="list-style-type: none"> ○ Color, Lines, Shapes, Space, Form ○ Unity/Harmony, Balance/Equilibrium, Hierarchy, Scale/Proportion ○ Visual Dominance, Similarity, Movement • Examples of useful design you can modify for your own needs or use as inspiration. We recommend you view these prior to our session. <ul style="list-style-type: none"> ○ Nancy Duarte/Connie Malmud ○ Search Pinterest for PowerPoint Templates ○ Search Pinterest for Infographic designs ○ Search Pinterest for “document design layout” ○ https://whdb.com/blog/2017/4-web-design-trends-of-2018-and-the-award-winning-websites-already-using-them/ ○ https://blogs.articulate.com/rapid-elearning/visual-graphic-design/ ○ https://99designs.com/blog/trends/graphic-design-trends-2018/ ○ Look at popular apps for ideas and what people expect <ul style="list-style-type: none"> ▪ How does YouTube look? ▪ How does an Xbox interface look? ▪ How does a user navigate an app? ▪ How does Pinterest look? ▪ How does Instagram look? ▪ How does Twitter work? ▪ How does a mobile device navigate? <ul style="list-style-type: none"> • Do you need a tutorial, class, guide, or a webinar? • Pick a color scheme for your project <ul style="list-style-type: none"> ○ ATD Color Scheme ○ Using Color Pickers with photos ○ Search Pinterest for color schemes

When	Topics
December 13, 2018 to January 8, 2019	Winter Break – NO SESSIONS
January 9, 2019	<ul style="list-style-type: none"> • Why is writing important? • Types of writing <ul style="list-style-type: none"> ○ Technical writing ○ Clinical/Academic writing ○ Copywriting ○ Conversational writing ○ Prose – novel author • Key things to simplify your writing • Final Project Overview / Questions
January 23, 2019	<ul style="list-style-type: none"> • Why is a professional organization valuable? <ul style="list-style-type: none"> ○ What professional organizations are in town? ○ What conferences are available? ○ What types of careers are available in this field? • Final Project Review / Questions
February 16, 2019	<ul style="list-style-type: none"> • Project Presentations and peer reviews

Other Resources:

- ideo.org
- freepik.com
- 101designmethods.com
- learningbattlecards.com
- bowperson.com
- brainrules.net
- handshaw.com
- thiagi.com
- sententiagamification.com
- startwithwhy.com
- the6ds.com
- blog.cathy-moore.com/action-mapping
- The Accidental Instructional Designer – Cammy Bean
- A Quick Guide to LLAMA – Megan Torrance
- The Adult Learner – Malcolm Knowles
- Everything Beich, Mager, Kirkpatrick, Phillips, Kapp, Pollock, and others

ATDCFL 2018-2019 ISD Boot Camp

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