Once upon a time…

When I grow up, I want to be…

A singer!
A writer!
A teacher!
But instead, I became an instructional designer.

What’s that, Mommy?
And I (sort of) grew up.
How did you get here? What's your fairy tale?
It turns out, most of us are here completely by accident.
So how do we create an ID career for ourselves with purpose and passion?
Let's start with pie!
Learning
Creative
Technology
The well-rounded L&D professional needs the whole pie.
Those who do it all, look like this…
…although the reality may look more like this.

Photo credit: http://www.flickr.com/photos/creative_tools/4324925700/
What’s your favorite piece of pie?
Enjoy your slice of pie. But develop new tastes.
Where’s your gap and what are you going to do about it?
A cautionary tale.
What’s missing in eLearning Instructional Design?
It’s certainly not more of this.

HR Responsibility #5 – Managing Issues that Arise During FMLA Leave

RECERTIFICATION –

• May be sought for serious health condition (not for either kind of military family leave)

• May be requested after minimum duration of leave listed in initial certification, but ...

  • Never more frequently than every 30 days
  • Never less frequently than every 6 months
  • Must be in connection with an absence
The missing piece? Often, it’s Design.
Close your eyes and imagine... good design.
What was it?
Boiling down the qualities of Good Design...
How does it feel?
How does it look?
How does it make you feel?

(Good Design makes us feel. And it makes us feel human.)
Do you know what to do with it?
Does it solve the problem?
What IS Design?
“Art can exist for art’s sake. Design cannot.”
Design must have a PURPOSE.

Matt Ward: http://blog.echoenduring.com/2010/05/25/what-is-design/
So how do we design better eLearning?
Know your constraints.
Be a consumer.
....and think.
Know what problem you’re solving.
Think about the big picture, the SYSTEM.
Observe, don’t assume.
Make it emotional.
Have you ever been treated differently from others because of your age?
UP AND OUT

Your alarm goes off for the fifth time and it won't snooze anymore. It's definitely time to get up and get ready for work. But what's the right way to do this? Look at the options, select the correct one and click the Answer button.

- Have a shower, do any personal grooming and get dressed in your uniform at home so you can start as soon as you get to work
- Have a shower at home, do your personal grooming, wear your normal clothes and then get changed into your uniform at work
- Have a shower, put most of your uniform on but only put your hat and apron on once you get to work
Make it intuitive.
Avoid the Clicky Clicky Bling Bling

CCBB

NOCCBB
And make sure the interactivity counts.
(Hint: interactivity is more than just this.)
Interactivity: Get them thinking and reflecting. No clicking required.
Interactivity: Get them involved. Ask: what would you do?
Interactivity: Get them doing. (Think workbooks and action plans).
Rip off good stuff and reuse proven models.
The Knowledge & Skill Builder

1. Gain Attention
2. Set Direction
3. Present Content
4. Exemplify & Practice
5. Assess & Summarize
6. Call to Action
The Guided Story.
What looked like an entertaining comic book was actually... a Knowledge & Skills Builder!

My sources tell me she's looking to get her hands on restricted and confidential data!
The Goal Based Scenario.
Design within your box.
Or go blow the box up.
And most of all, remember the people, man.
Hey, look!
I wrote a book!

Get your copy at the
Bookstore
or

td.org/accidentaldesigner.
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References and more on design: http://www.diigo.com/list/cammybean/design