UNIVERSITY OF THE WITWATERSRAND

INSTRUCTIONAL DESIGN

ONLINE SHORT COURSE

Enter the innovative industry of instructional design.
ABOUT THIS COURSE

Instructional design concerns the development and curation of knowledge and educational material into frameworks suitable for online learning. The Wits Instructional Design short course introduces key pedagogical theories and instructional models, as well as the latest practices in e-learning and educational technology. Over 8 weeks, you'll develop interpersonal, written, and visual communication skills necessary for proficiency in the field of instructional design. You will gain a working knowledge of educational technology, including authoring tools and learning management systems, and will emerge with a portfolio of evidence tailored to your own educational or training context.

MEET THE HEAD TUTOR

**CARIEN AALBERS**
Head of Learning Design, Hubble Studios

Carien has worked in online education for a number of years and across a range of industries. She is currently Head of Learning Design at Hubble Studios, an e-learning agency based in Cape Town. She has been involved in designing corporate learning programmes for clients ranging from financial services to the retail sector and the hospitality industry, for audiences of up to 20 000 learners.

Carien is passionate about well-designed, applied learning experiences that delight learners and equip them with the skills and knowledge to improve their performance.
HOW THIS COURSE WILL HELP YOU DIFFERENTIATE YOURSELF:

- You’re an educator looking to broaden your knowledge and experience in order to move into a new area of the education field.
- You work as an educator and are interested in lesson and curriculum planning for digital platforms to better facilitate your students’ learning experiences.
- You currently work as a writer or copy-editor and want to use your writing abilities to make a career move into the field of instructional design.
- You aspire to work in the education sector and want to gain a firmer grasp on the use of educational technology in the digital space so you can broaden your career opportunities.
- You’ve got the skills, but need a formal qualification that recognises them, to further your instructional design career.
- You’re an e-learning specialist, online facilitator or corporate trainer and see this course as an opportunity to make your portfolio more impressive and take on more responsibility.

AFTER COMPLETING THIS COURSE YOU’LL BE CONFIDENT IN YOUR ABILITY TO:

- Choose appropriate instructional design models according to organisational constraints and priorities.
- Create an effective design and delivery plan that maps the proposed structure, content, and support model of a course, workshop, or lesson.
- Use sound pedagogical knowledge to develop written and visual content as well as assessment material.
- Confidently navigate different learning management systems and platforms, and assess them in terms of their suitability to various contexts.

STILL UNSURE?

Take the short assessment quiz available on the course page to find out if this course is right for you.

TAKE THE QUIZ
WHAT WILL YOU LEARN ON THIS COURSE?

Find out more about the learning outcomes you’ll achieve as you progress through the 8 modules of this course:

**ORIENTATION MODULE**

**WELCOME TO THE ONLINE CAMPUS**

- Get to grips with your new online classroom
- Meet your Course Teaching Team and get to know your fellow classmates

**MODULE 1**

**FOUNDATIONS OF INSTRUCTIONAL DESIGN**

- Understand the underlying principles and terminology associated with instructional design
- Gain insight into the role of the instructional designer in organisational and institutional contexts
- Explore the effectiveness of different pedagogical theories in specific learning contexts

**MODULE 2**

**DESIGNING FOR YOUR CONTEXT**

- Identify the stakeholders involved and resources required for effective instructional design
- Gain an understanding of the policies and parameters that pertain to education and training contexts
- Conduct a needs analysis of a context and target audience to determine desired outcomes in your course, workshop, or lesson
MODULE 3: EXPLORING INSTRUCTIONAL MODELS
- Identify the differentiating characteristics of prominent instructional design models, and choose an appropriate instructional design model according to your organisational constraints and priorities
- Understand the significance of user-centred design in relation to course creation
- Address the challenges of balancing users’ needs with the needs of other stakeholders

MODULE 4: PLANNING COURSE DESIGN AND DELIVERY
- Explore tools and templates that will help scaffold a design and delivery plan
- Learn about the types of support and facilitation options for various modes of course, workshop, or lesson delivery
- Create a design and delivery plan that maps the proposed structure and support model of a course, workshop, or lesson

MODULE 5: PRINCIPLES OF CONTENT AND ASSESSMENT CREATION
- Understand the pedagogical functions associated with various different types of online learning material
- Gain insight into the roles of formative and summative assessments in competency-based education
- Address the challenges and opportunities associated with group collaboration and learning communities
MODULE 6:
MULTIMEDIA AND E-LEARNING AUTHORING TOOLS
• Learn about mediums and techniques for creating multimedia learning content
• Compare the functions and specifications of e-learning authoring tools available online
• Develop written and visual content and assessment material informed by pedagogical principles

MODULE 7:
CHOOSING A LEARNING MANAGEMENT SYSTEM
• Experiment with learning management systems and platforms, and compare their suitability to various contexts
• Understand fundamental guidelines for meeting accessibility requirements
• Learn about user interface and user experience design in online education and training
• Improve user experience through aesthetic and functional changes to a learning platform or system

MODULE 8:
EFFECTIVE COURSE IMPLEMENTATION
• Explore effective methods for collaborating with various stakeholders in your role as an instructional designer
• Practice using a learning management system or platform to further enrich your learning
• Identify critical success factors relevant to measuring a course’s efficacy

3 STEPS TO BOOST YOUR ONLINE PRESENCE
When last have you Googled yourself?

GUIDE

DEAN GENADE
Past GetSmarter Student

The advantage of GetSmarter’s delivery model lies in the real-time online interaction and valuable feedback from the lecturers. We’re learning from people here, not just a website.
HOW DOES GETSMARTER’S ONLINE LEARNING MODEL WORK?

Wits and GetSmarter have partnered to bring you a learning experience that uses technology to replicate, and even enhance, the very best elements of the face-to-face learning experience, so that you can learn anything you need to know, to get where you want to be, online and part-time. Here’s how it works:

1 YOUR ONLINE CAMPUS

After you’ve registered and paid for your spot on the course, you will gain access to a cutting-edge online learning platform designed to provide you with a world-class university educational experience - a platform we call the Online Campus. This is your virtual classroom for the duration of the course - accessible to you from the comfort and convenience of your own home. All you need is access to the internet, and we’ll take care of the rest.

Over 30% of GetSmarter students have their course fees paid by their employer. Have you considered asking your boss to fund your studies?

2 SELF-PACED WEEKLY MODULES

Every course is broken down into manageable, weekly modules, designed to accelerate your learning process through diverse learning activities:

- Read your course notes online
- Collaborate with your classmates on your projects and via the discussion forum
- Enjoy interactive video lectures, and attend online live group tutorial
- Investigate current, real-world case studies
- Apply what you learn in your weekly assignments
- Use your knowledge to guide your career growth

The GetSmarter experience: What it’s like to learn online

TAKE A TOUR OF YOUR ONLINE CLASSROOM
A COMMUNITY OF LIKE-MINDED PROFESSIONALS

When you sign up to join the class, you’ll be granted access to a network of vibrant, like-minded professionals who you’ll collaborate with for the duration of your learning journey. Week by week, you’ll move through the course content together, learning from and engaging with each other via the online discussion forum on your Online Campus. What’s more, after you complete your course, you’ll get to keep in touch by joining our GetSmarter Alumni Community. Find out more about past student experiences in this video.

1. YOUR HEAD TUTOR
An experienced subject matter expert, who’s there to guide your learning journey by answering all of your course-related questions. You’ll also receive rich, individualised feedback on your assignments and project work.

2. YOUR COURSE COACH
A learning partner who specialises in monitoring your progress, helping you manage your time, and ensuring you’re equipped with practical tools to overcome any personal or professional obstacles you might be faced with. Your success is their success, which is why they’re there to help you every step of the way.

3. YOUR TECH SUPPORT TEAM
Even if you’re really intimidated by the idea of studying online - we’ve got you covered. The handy Technical Support sidebar you’ll see when you log in to the Online Campus is your direct line to a team of professionals trained to solve absolutely any tech-related challenges you might experience.

4. PERSONAL SUPPORT EVERY STEP OF THE WAY
You’ve got three exceptionally talented individuals on your side, all of whom are 100% dedicated to making it easy for you maintain to your learning momentum for the full duration of your online education experience.

5. RECOGNITION FOR YOUR NEW SKILL
You’ll leave the course with workplace-ready skills recognised by a top-tier university. If you’ve met all the requirements to pass the course, your Wits-approved certificate will be couriered to you and can be proudly displayed wherever you choose.

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THIS SOUNDS PERFECT FOR MY CAREER

I’M READY TO REGISTER

NOT QUITE WHAT YOU’RE LOOKING FOR?
Other students found the following short courses relevant to their career goals:

WITS
TEACHING WITH TECHNOLOGY

UCT TRAINING AND DEVELOPMENT

UCT COPYWRITING

VIEW ENTIRE SHORT COURSE PORTFOLIO

CONTACT US
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