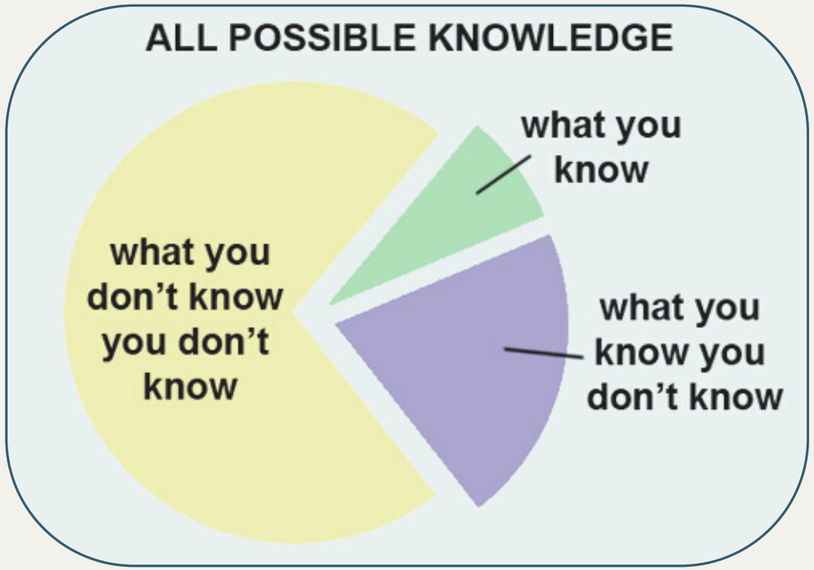
The Language of ID

Words and terminology frequently used in the field of instructional design.

Laine Istvan, MSID

We don't know what we don't know



Each of these has its own culture, lingo, speech patterns, and ways of communicating:

- Instructional Design
- Department/Function
- Organization
- Industry

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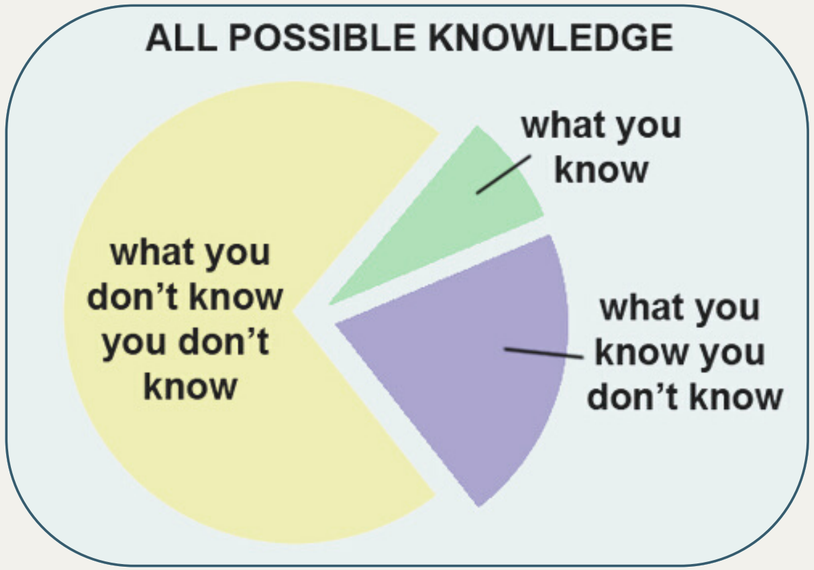

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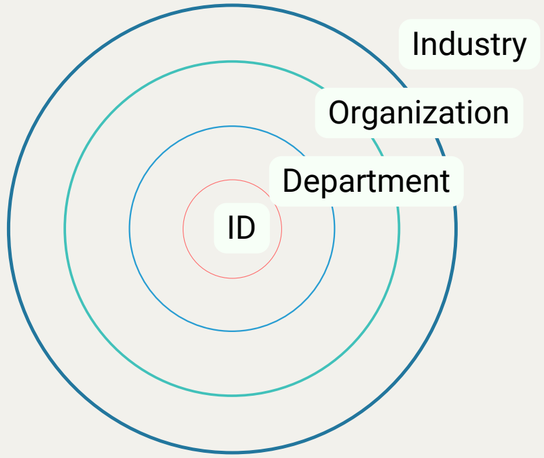

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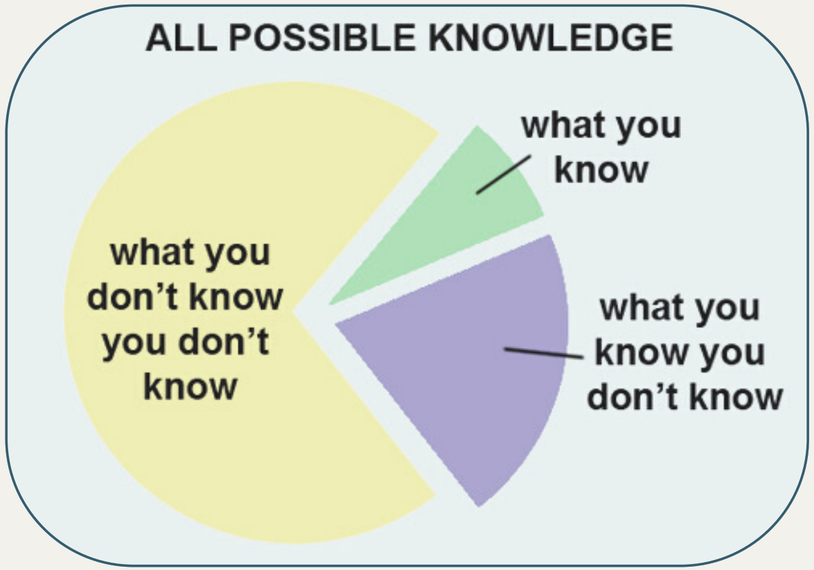

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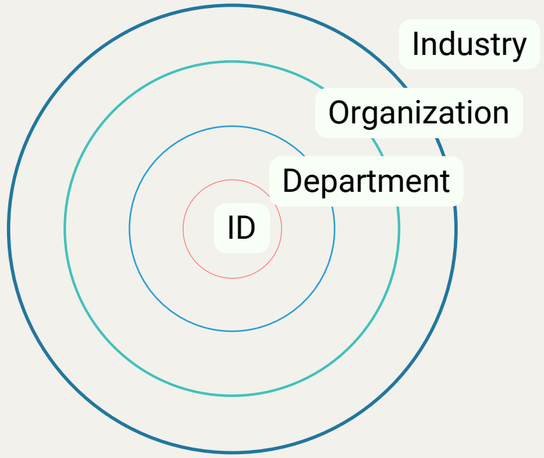
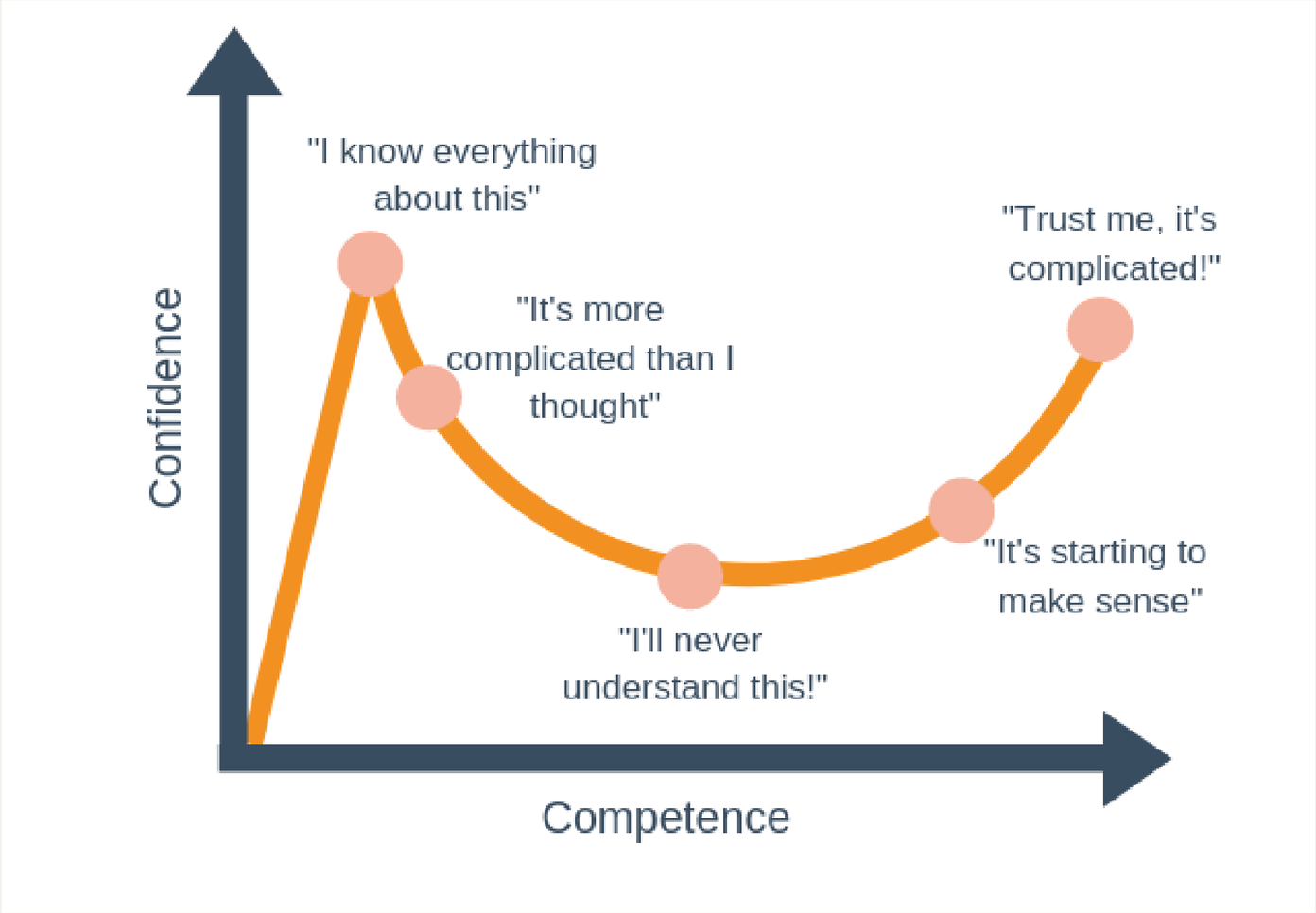
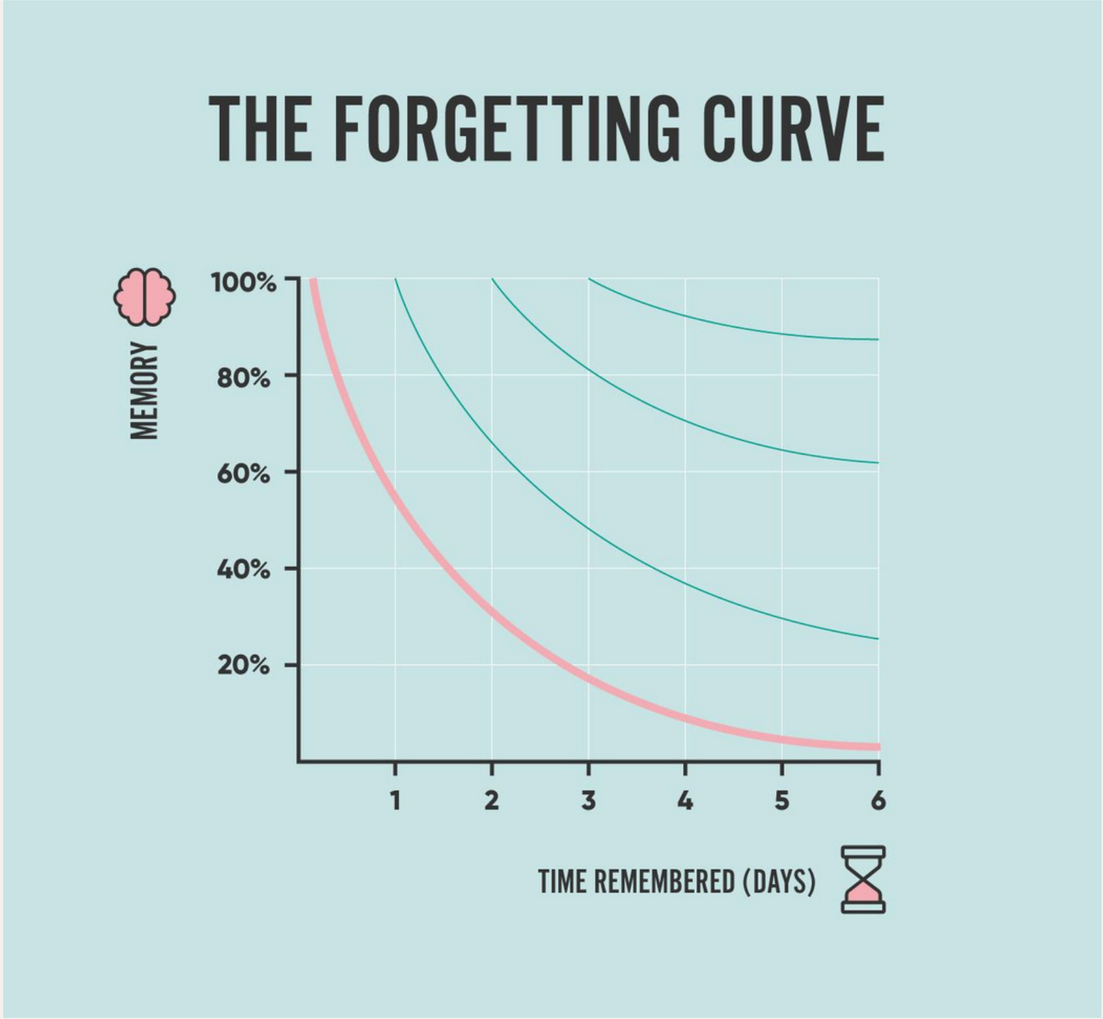


***I'm still learning, too! Don't be afraid to ask questions.**

Dunning-Kruger Effect



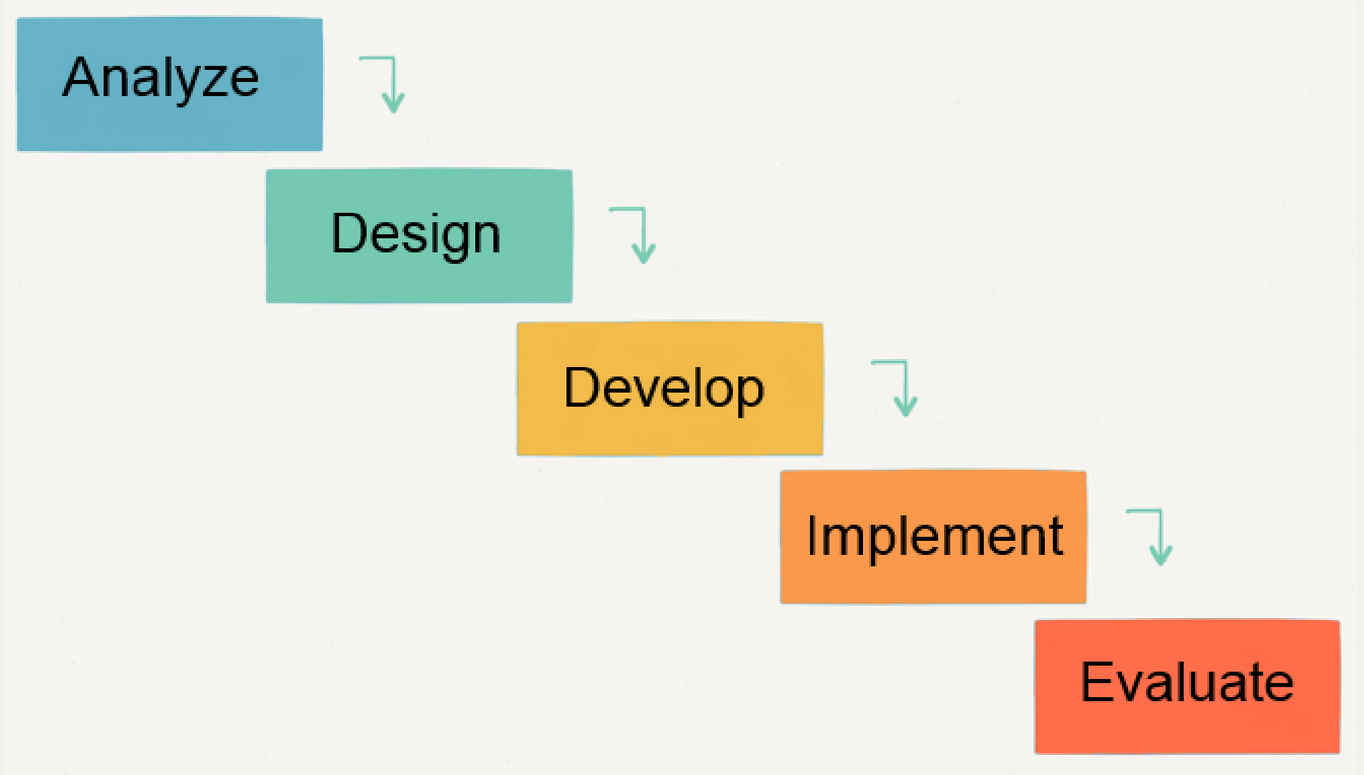
Ebbinghaus' Forgetting Curve



Instructional Design Models and Theories

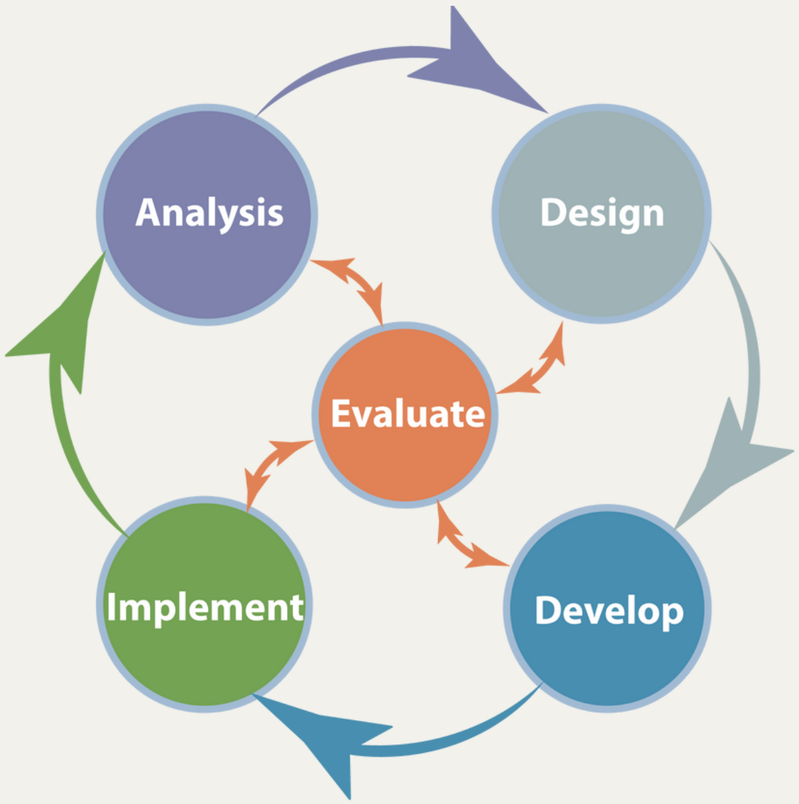
ADDIE Model

Waterfall Method



ADDIE Model

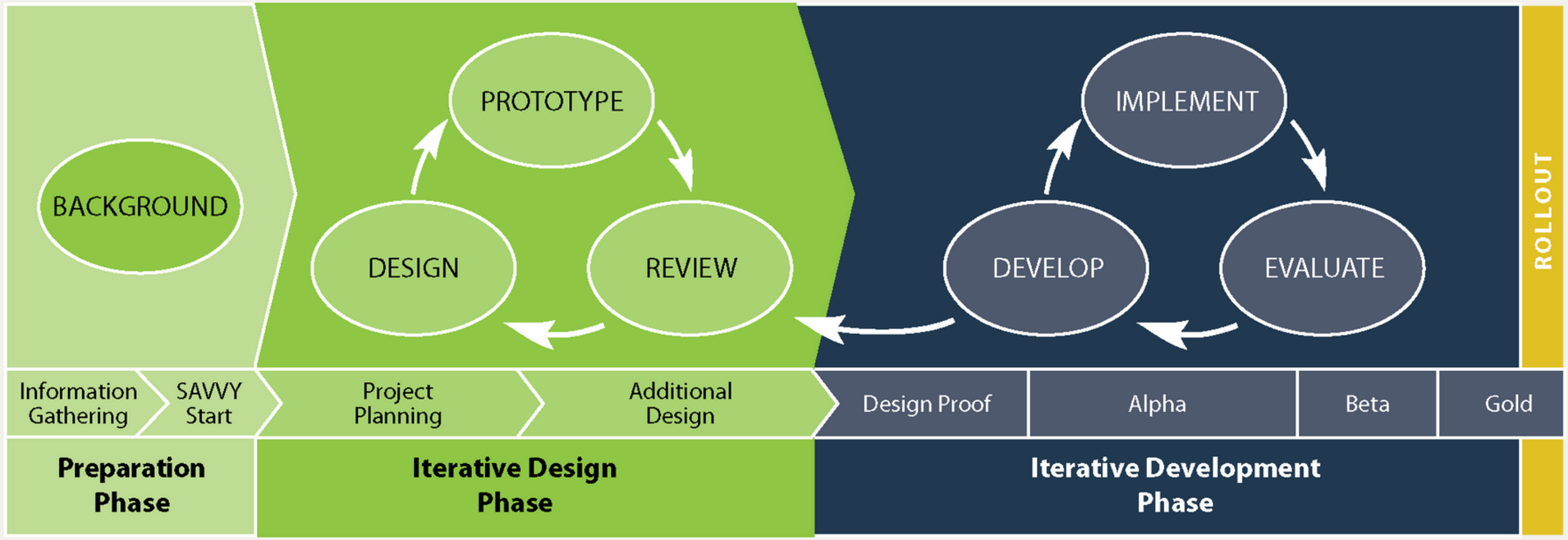
Iterative (repetitive) Method



SAM Model

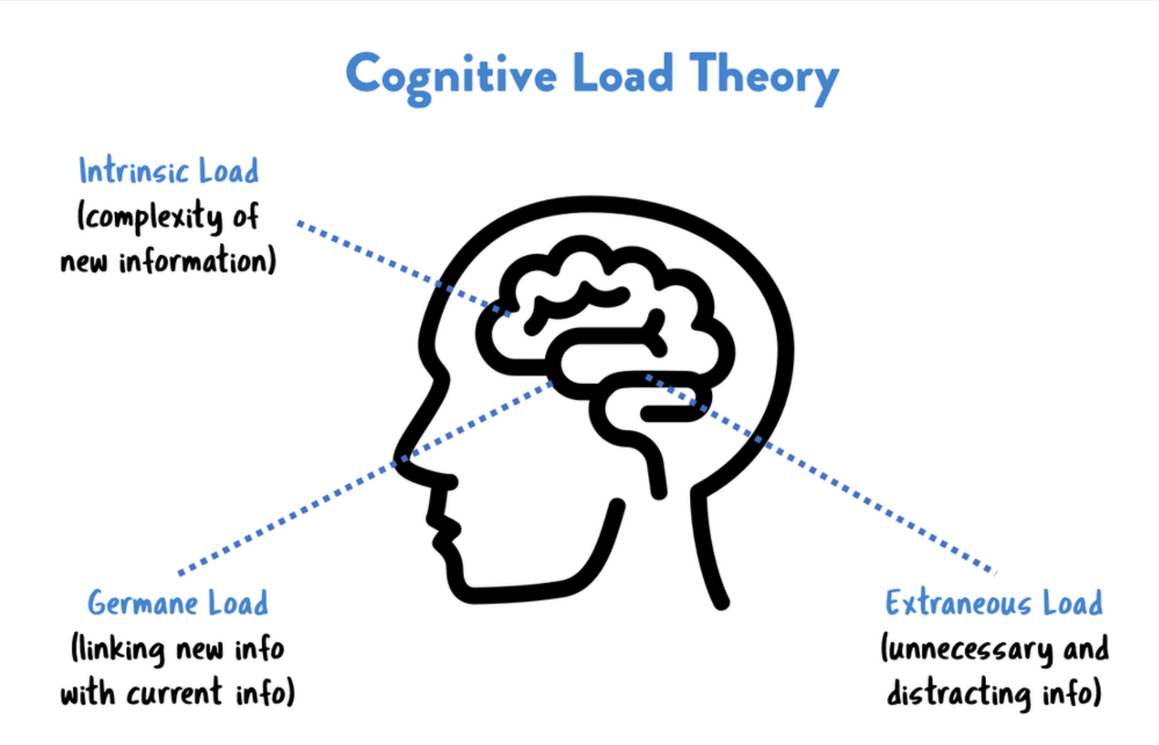
Successive Approximation Model

Prototype- first draft (approximation) of the final solution



Theories

Cognitive Load Theory- high cognitive load impedes the learning process

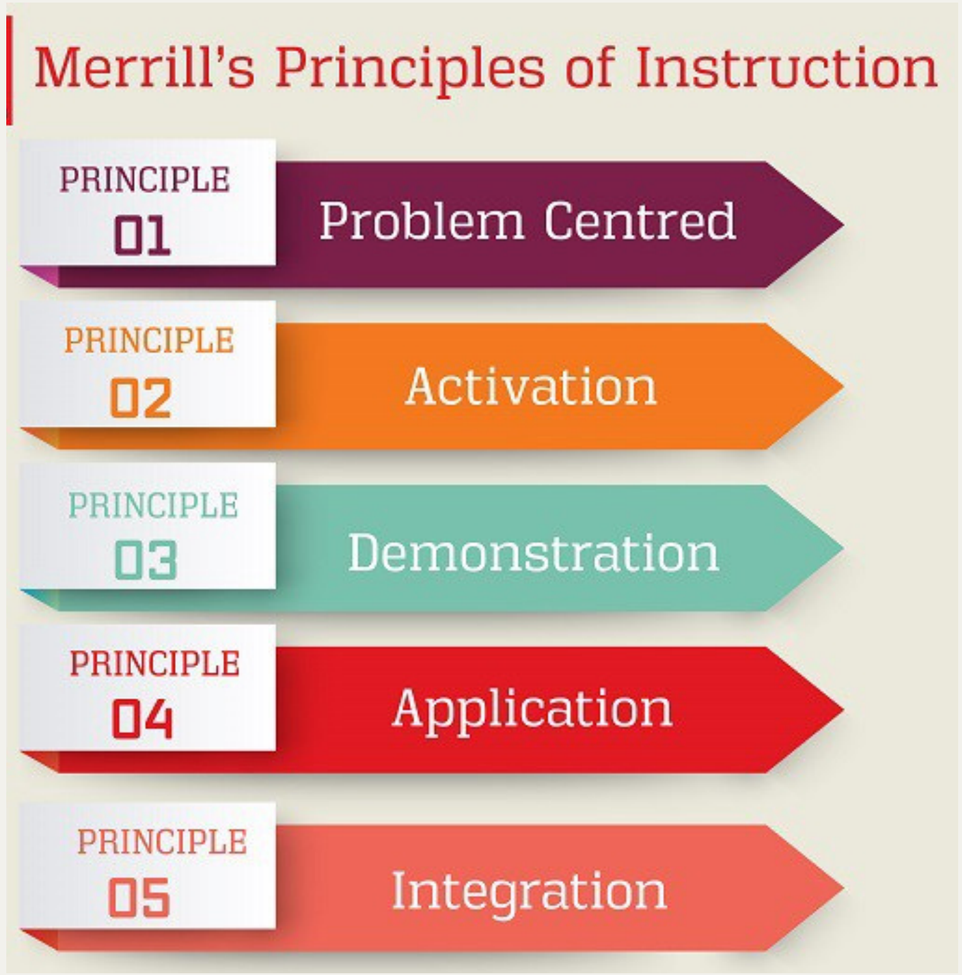


Theories Cont'd

Mayer's 12 Principles of Multimedia Learning - researched best practices to structure multimedia learning experiences to maximize learner comprehension

Theories Cont'd

Gagne's 9 Events - 9 events (steps) that address the mental conditions of learning



Theories Cont'd

Social Learning - observing, modeling, and imitating the behaviors, attitudes, and emotional reactions of others

Andragogy (Knowles) - adult learning theory based on needs, goals, and motivation

Merrill's Principles - Problem, Activation, Demonstration, Application, Integration (like the gradual release method and scaffolding)

Instructional Design Process

Analysis and Design

Planning and Brainstorming

Gap Analysis (needs assessment) - current state vs. desired state

Task Analysis - observing and understanding how users complete tasks

Intake discussion/call - A preliminary internal client discussion about the project/problem at hand

Discovery call - similar to intake discussion but B2B

SME - Subject Matter Expert

Legacy content - company content, usually unstructured, outdated, or in someone's brain

Analysis and Design Cont'd

Planning and Brainstorming

Instructional Design Document - a document that details the planning and delivery of instruction (includes purpose, objectives, timeline, and cost

Learning needs - onboarding, behavior change, change in workflow/processes, compliance

"Needs to Know" vs. "Nice to Know" - Need-to-know content is required for the learner to meet the learning objectives. Nice to know content can add to cognitive load and doesn't support the learner

Personas - fictional profiles that represent the learner (Human Centered Design)

Development

Putting into action

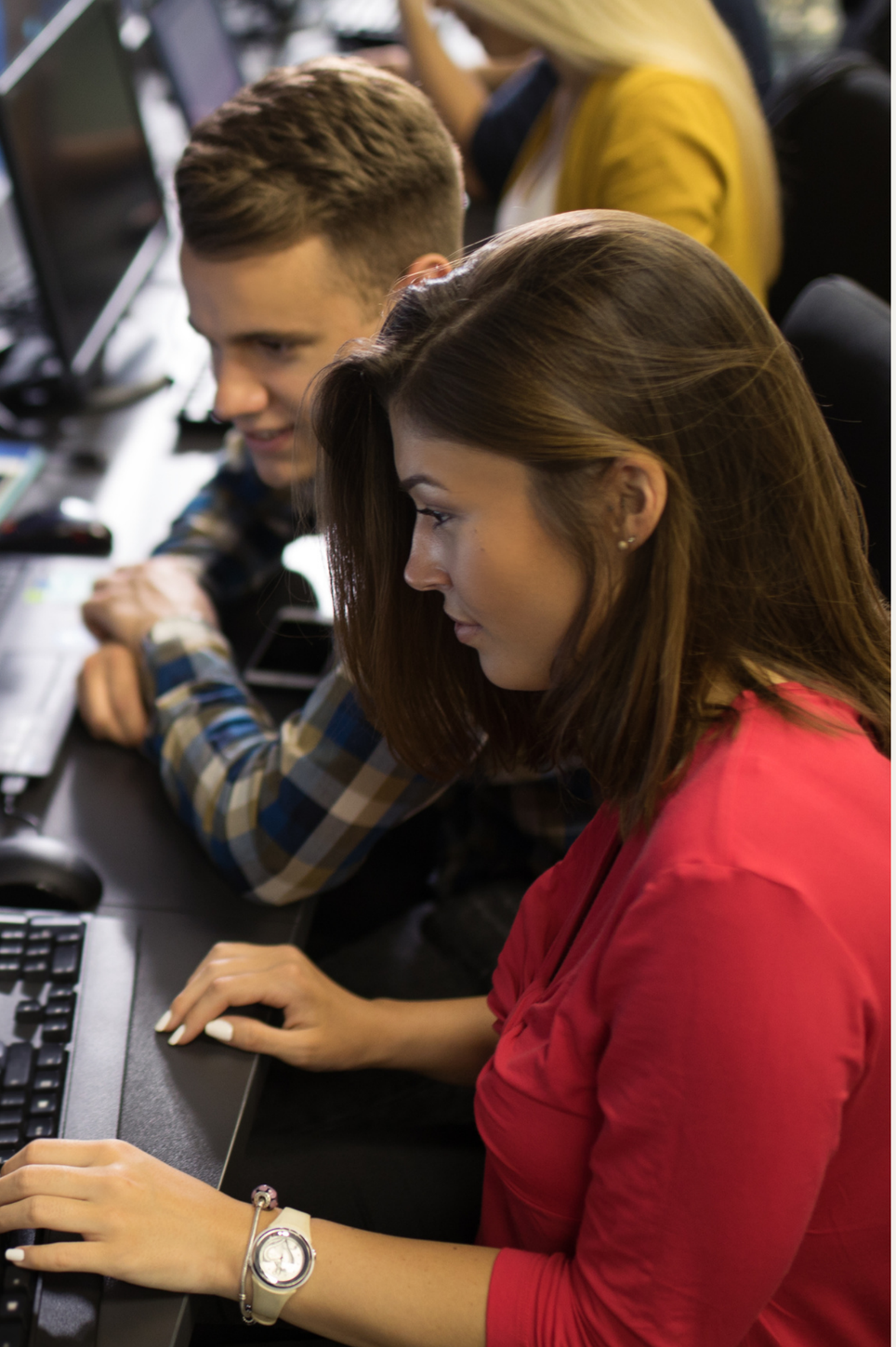
Modules vs. units vs. lessons - sometimes used interchangeably, but each organization has their way of using them

Chunking content - breaking down content to help with cognitive load

Microlearning - efficient and effective training delivered in 2-5 minute segments (no more than 10 minutes)

Nanolearning - quick bits of training content (think TikTok or YT shorts)

Drip campaign (spaced learning) - microlearning given over time as a series (can be the course itself or follow up to help with the forgetting curve)



Development Cont'd

Putting into action

Learner Engagement - psychological investment in learning

Levels of eLearning Development - used to describe interactivity level PPT style up to gamification and highly customized interactions

Gamification - using gaming elements in learning

Game-based Learning -adding game mechanics and principles to learning activities

Longform vs. shortform - 2,000 vs. 1,000 words

Learning Object - reusable digital or non-digital resources

MOOC - Massive Open Online Course

Implementation and Evaluation

Executing

Alpha/Beta/Gold - Completed versions that go through testing before the final release

ILT - Instructor-led training

vILT - Virtual instructor-led training

Hybrid (blended learning) - a combination of synchronous and asynchronous learning experiences (sometimes students engage with the instructor face-to-face and online at the same time)

Virtual Producer - manages the technical delivery of the live session behind the scenes, assisting the facilitator with interaction and moderation

Implementation and Evaluation Cont'd

Executing

Learning Managment System (LMS) - software that houses, delivers, and track content

LMS migration - moving content from an old LMS to a new one (can be complicated and time consuming)

SCORM (Shareable Content Object Reference Model) - creating units of content that can be shared across platforms and systems that is SCORM compliant

xAPI – Tin Can - track detailed information and collect data about the learner's experience

LRS (Learning Record Store) - enable systems to store and retrieve xAPI statements and data

Kirkpatrick's 4 levels - Reaction, Learning, Behavior, Results

Marketing, Multimedia, and Visual Design

Marketing, Multimedia, and Visual Design

Brand/style guide (marketing) - a document that details a company's set of standards for writing, editing, formatting, and designing documents.

Iconography - icons and symbols used in a brand to convey meaning

Assets - images, videos, design files, documents, etc.

UX/UI - User experience/User interface to create meaningful and intuitive learning experiences

Multimedia - using more than one medium such as graphics + animations, text + narration, etc

Intro/outro (bumpers) - branded video and audio for videos and eLearning materials

Project Management

PROJECT MANAGEMENT

GOALS

PLANNING

RISKS

CONTROL

TEAMWORK

COST

COMMUNICATION

PROBLEM SOLVING

Project Management (PM)

Kickoff Meeting - brainstorming session, getting to know the team, setting expectations, creating an action plan, and meeting schedules

Touchbase - often weekly meetings that update all stakeholders about the project's progress

Review Cycles - time given for the client/stakeholder/SME to review

PM - Project Manager

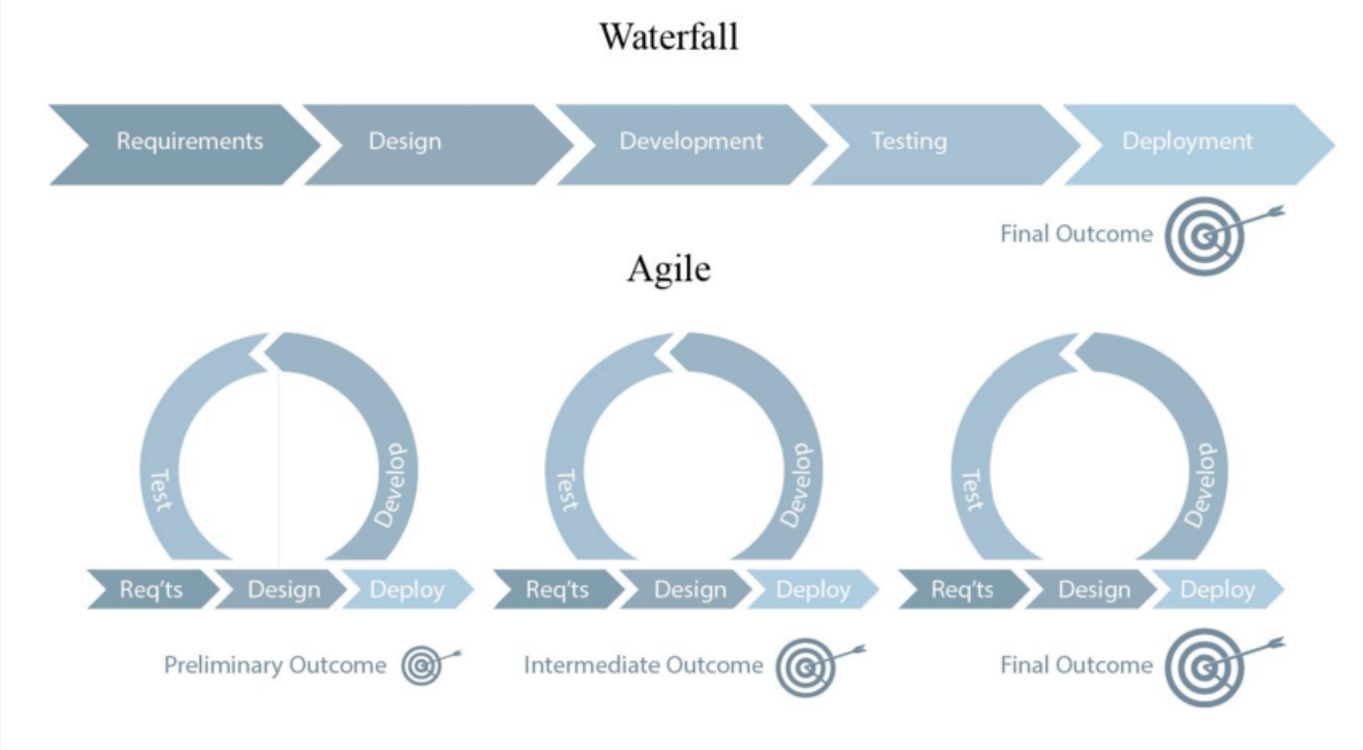
QA/QC - Quality Assurance/Quality Control, checks that the course aligns with guidelines and is free of errors

Scope - the factors that go into the project and the amount of work that needs to be done

Scope creep - changes to the scope that can compromise milestones, goals, resources, and budget

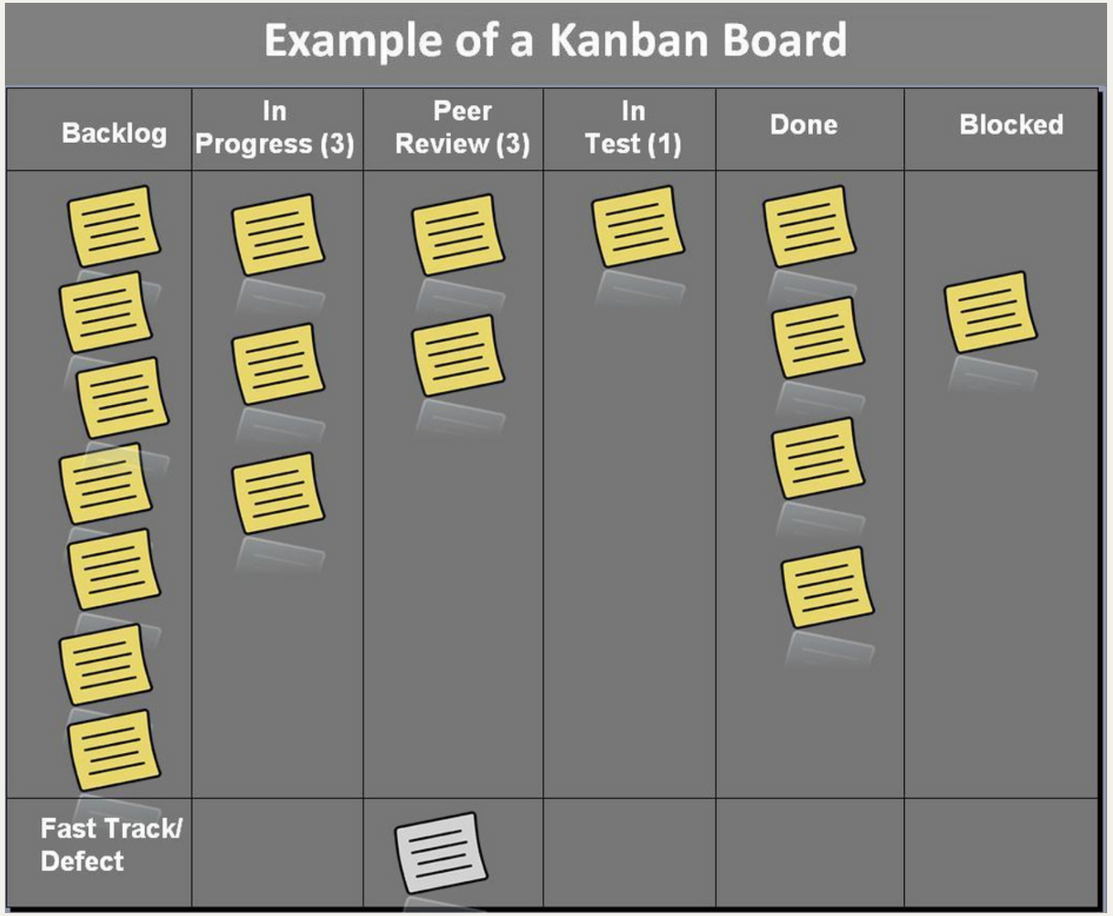
Project Management (PM)

Agile (iteration) - iterative project management methodology that breaks the work down into small, but consumable, increments



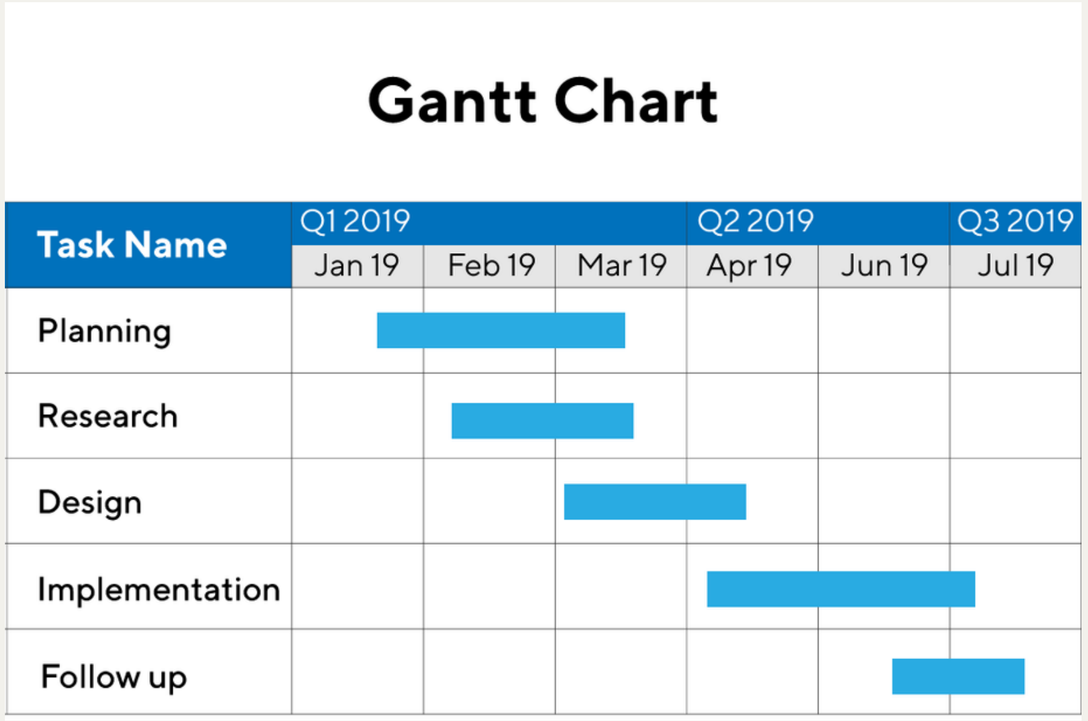
Project Management (PM)

Kanban - an approach to implementing agile (e.g., Trello board)



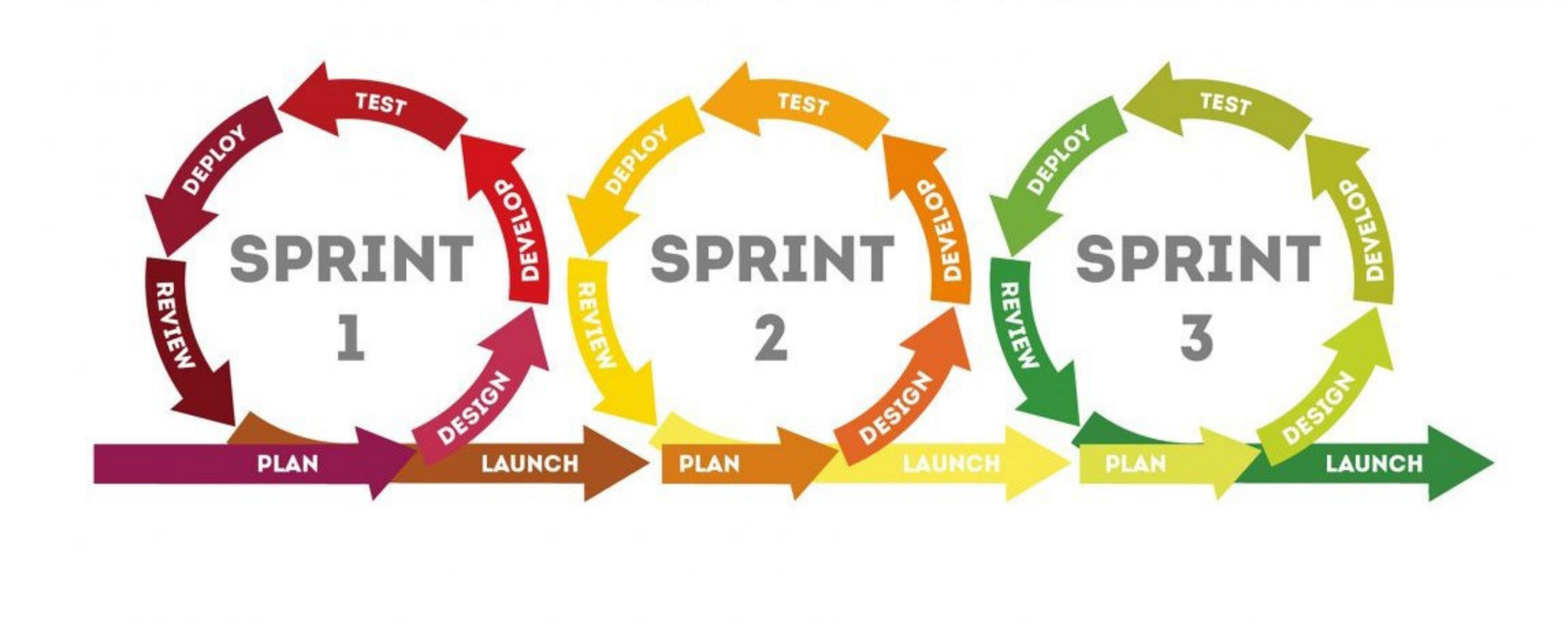
Project Management (PM)

Gantt Chart - a chart that shows the relationship between start/end dates, milestones, and dependent tasks



Project Management (PM)

Sprints - set schedules of time (2 weeks to 1 month) that teams set to complete work and have it ready for review



Project Management (PM)

Iron triangle – good, fast, cheap (also known as Triple Constraints and Quality Triange)

General Business

Business Terms

Business acumen - blend of knowledge, skill, and experience to understand business issues

Business model - how the company makes a profit (e.g., B2B, B2C)

B2B/B2C - Business to Business/Business to Consumer

business vertical - focuses on a specific industry or niche

Culture - "how we do things", visuals, beliefs, values

Ethos - a company's distinguishing practices and values

heuristics - mental shortcuts

KPIs (Key Performance Indicators) - a quantifiable measure of performance

RFP (Request for Proposal) - business document that announces a project, describes it, and solicits bids from qualified contractors to complete it

SOW (Statement of Work) - outlines deliverables, project goals, scope, and project expectations

Business Terms Cont'd

Change management - preparing and dealing with changes and transitions in the organization

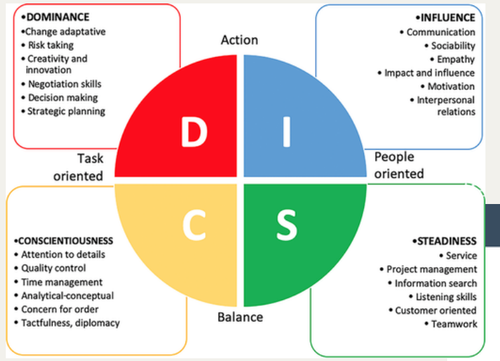
DISC/Kolb's/Myers Briggs - many organizations still use these types of personality profiles (see examples)

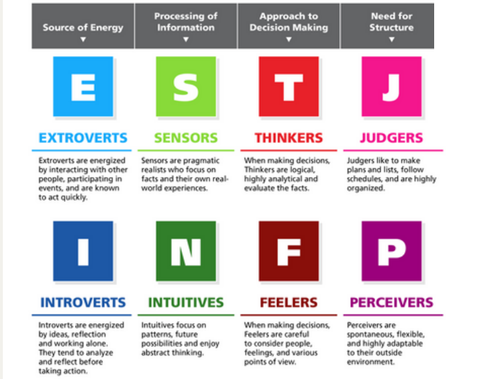
Fiscal vs. calendar - financial calendar for accounting - some markets have different fiscal

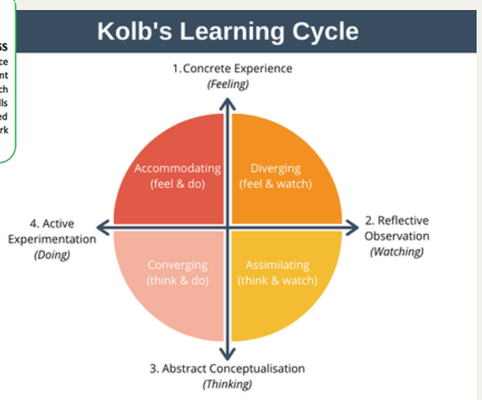
leadership development - specific training designed for leaders within the organization

sales enablement - providing the sales team with content and tools to sell more effectively

Strategy - corporate (company vision), business (strategy), functional (practical decisions)







Business Terms Cont'd

Strategic vs. Tactical - planning vs. doing

	Strategy	Tactic
Definition	Larger, overall plan that can comprise several tactics.	Plans, tasks, or producers that can be carried out, may be part of a larger strategy.
Perspective	Broad, “big picture”.	Narrow, “close-up”
Time	Over time, long periods of time, future-oriented.	Soon or present
Example	Planning where to send the troops to win the war.	How soldiers should run in a zig-zag pattern to decrease the chance of being shot.

Business Terms Cont'd

business margins - a measure of profitability

client-facing - direct interaction with the client

Customer Success - a proactive approach to valuing customers

Customer Service - a reactive approach

R&D (Research and Development) - a team that involves the business market and customer needs

Silo(s) - a term used to describe when IDs (or departments) work alone without much collaboration

Stop gap - temporary way to solve a problem

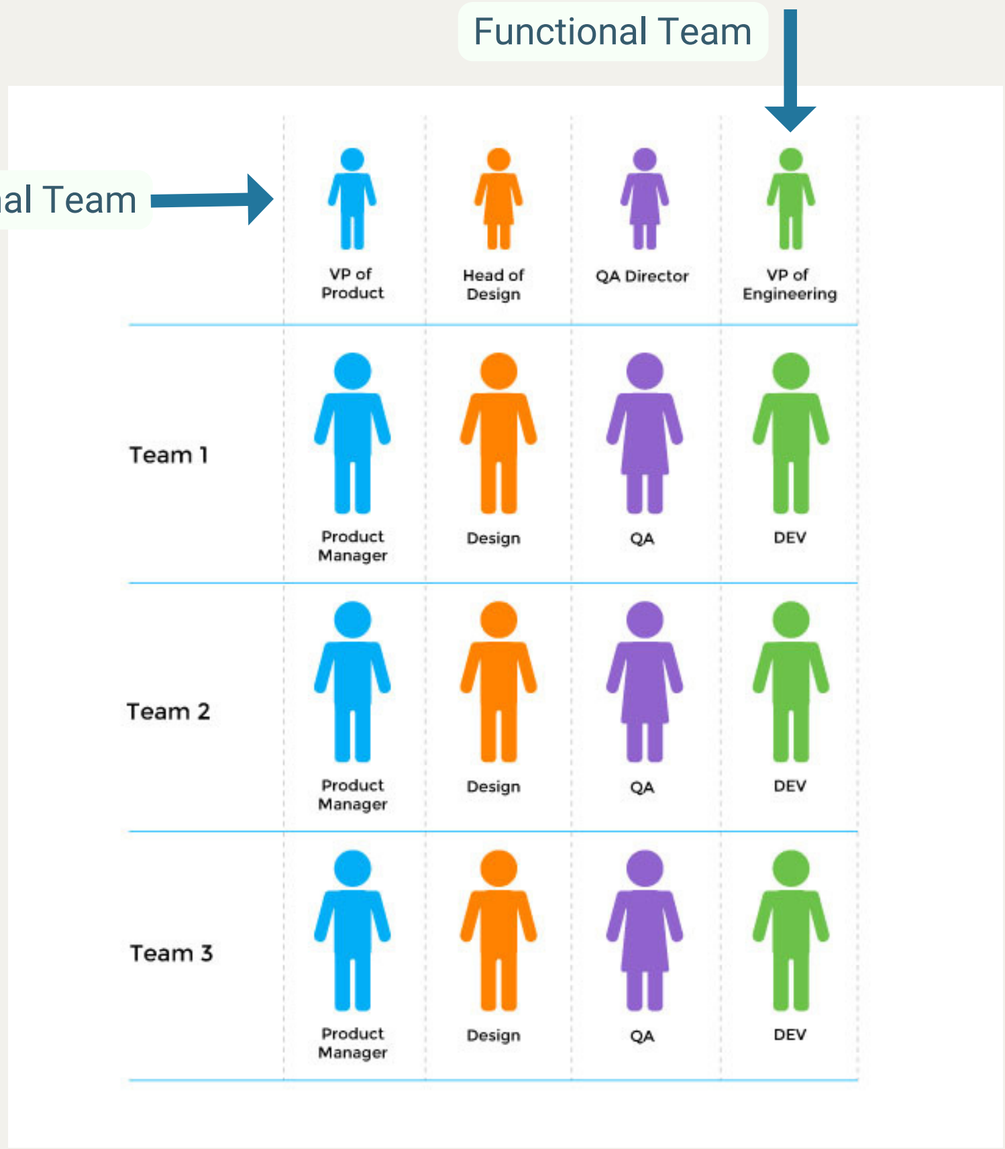
ROI - Return on Investment

Business Terms Cont'd

hierarchical vs. flat organization

Functional Team - several vertical levels of the organizational hierarchy that perform specific organizational functions (e.g., Finance and HR are examples of a functional team)

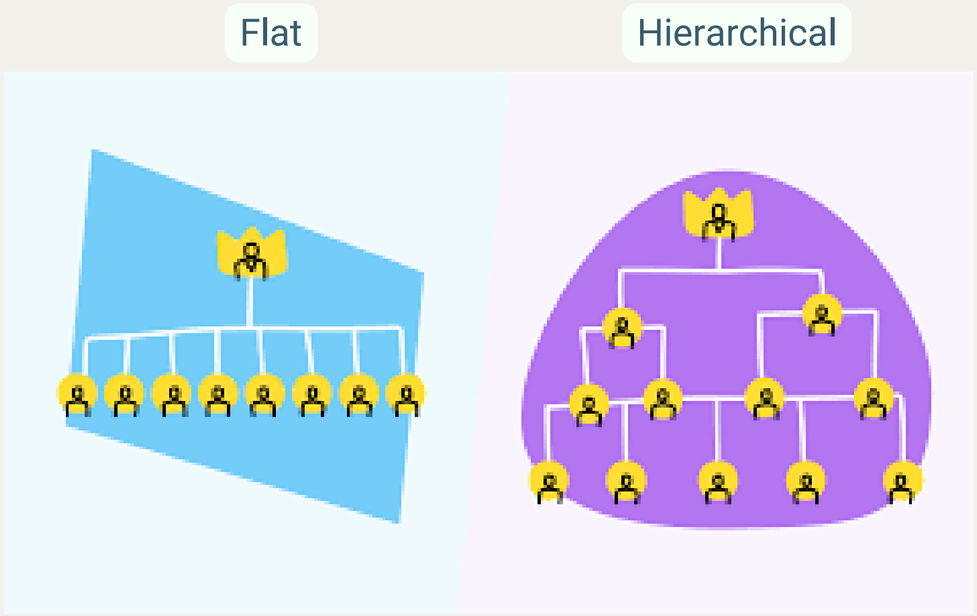
Cross-functional Teams - a group consisting of different functions within the company



Business Terms Cont'd

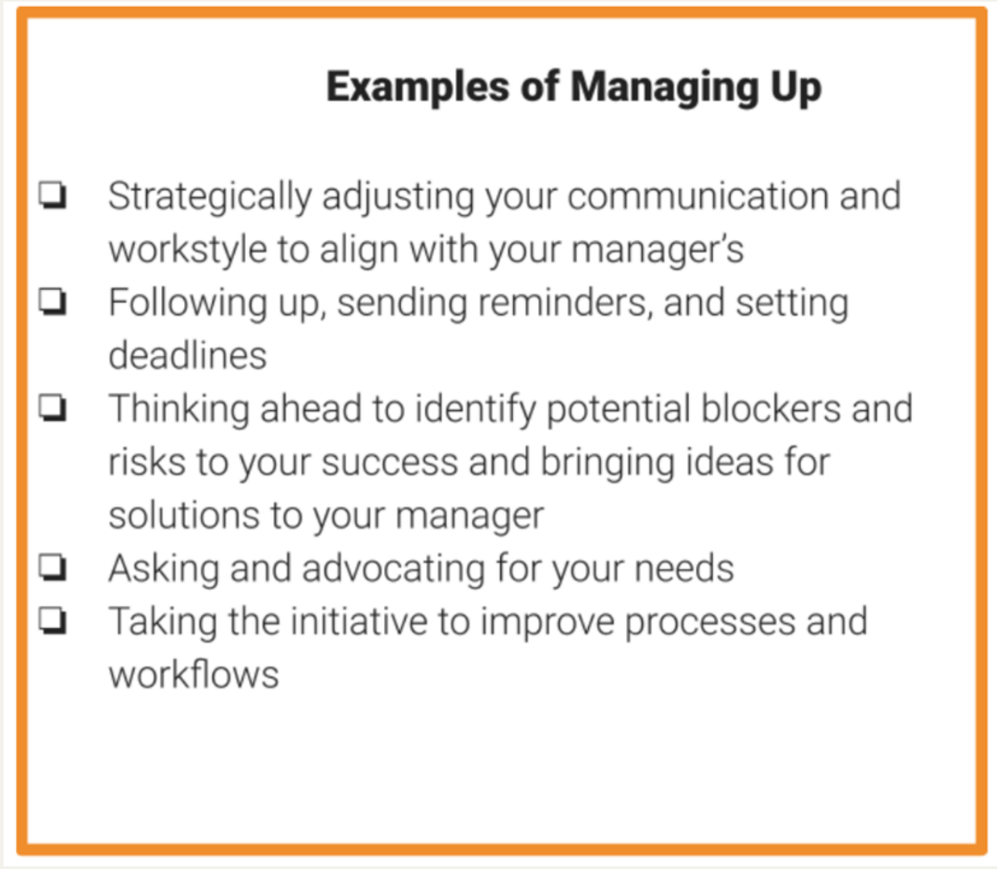
flat organization - minimal layers of management

hierarchical organization - multiple layers of management



Business Terms Cont'd

Manage Up - proactive relationship with your boss/leader and creating value for you and the company (where do you want to be in 1,3,5 years)



Thank you!

Connect with me 😊

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