

### **Box 4.5 Take Action: Instructional Design Considerations**

No technology can make up for bad design. Make sure you have appropriate resources—people, materials, and policies—to ensure high-quality design. Consider the following questions and concerns before you begin any content development.

- What instructional design process will you use to develop your content?
- Do you have or need the following personnel:
  - Instructional designer
  - Subject-matter expert(s)
  - Media developers (graphics, video, web programming, other)
  - Project manager or sponsor
- Determine methods to describe your audience. What are their
  - Background skills and knowledge related to the content
  - Technology skills
  - Access to technology
  - Motivation for participation, including goals and expectations
  - Education background
  - Heterogeneity or homogeneity
- How will you determine appropriate skills and knowledge to be covered in your online professional development? What must be included? Is nice to include? Should not be included?
- What assessments will help your participants demonstrate they have mastered your content? How will they be presented online?
- Consider guidelines or principles that support adult learners and encourage motivation and engagement. You may want to use national standards or develop your own instructional design guidelines.

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