

# Instructional Designing @ TechTotal

Ideas Create Learning



## What is Instructional designing?

Instructional designing can be defined as a systematic process of applying scientific principles to the planning, design, creation, implementation and evaluation of an effective and efficient instruction material/strategy.

In a layman's language 'Instructional Design is the plan of action with a purpose'

Instructional Designing can also be called as

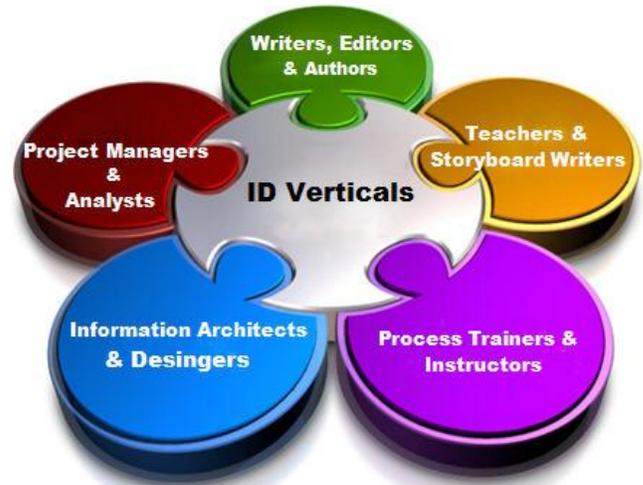
- Instructional Development
- Instructional Technology
- Educational Technology

## Why Instructional Designing?

Instructional designing is a learner-centric methodology which aims at maximum knowledge transfer in the least possible time simultaneously balancing conceptualization and retention power of the audience in equal measure. It is done by applying the psychological principles and empirically derived procedures to design materials.

## Evolution of Instructional Designing

**Instructional designing is a Military concept** that evolved during World War II when the US military was faced with an erroneous task of



training large workforce to perform complex technical tasks, from field-stripping a carbine to navigating across the ocean to building a bomber. Tasks were broken down into subtasks, and each subtask was treated as a separate learning goal.

The training was tailored to reward the right performance and remediate incorrect performance. The assumption made was that mastery was possible for every candidate provided enough practice and continuous structured feedback was given. Once the war was over, the success of this training model reverberated in business and industrial training. Later its effect cascaded also to the school level. The approach however still holds significant prominence in the U.S. military.

## An Instructional designer is an architect of a learning material who

- Helps learners comprehend new information received
- Adapts existing technology to make learning transparent and functional for the audience
- Works with the subject matter expert to determine the effectiveness of the materials produced
- Visualizes the output in order to lay down an effective framework for the course content
- And finally justifies the purpose of content design.

## It is done by

- Drafting a production schedule
- Designing the course
- Structuring the text and checking the details so that it is ready for printing
- Scheduling review sessions with subject matter experts (SME)
- Checking whether the course contents are appropriately and accordingly linked
- Controlling the process of course development
- Arranging for the field testing of the course
- Preparing materials for the final output
- Executing the final output

# CAN I BECOME AN INSTRUCTIONAL DESIGNER ?

Anybody can become an ID because it is all about transferring knowledge in the most the appropriate manner.

Listed below are a few professions

## ▲ Teacher

This will help one plan and conduct classes in a systematic manner keeping the Students (audience) in mind and not blindly follow the syllabus structure.

### Advantages

- ✓ ID will familiarize and assist them in understanding the learning needs of children. Planning and teaching them will become a less arduous task
- ✓ Children can be given the best education by blending technology and the theories required to understand certain behaviors .Also by imparting knowledge through an appropriate media
- ✓ Developing interest of the students
- ✓ Increasing their retention power
- ✓ Get better results from the class



## ▲ Trainer

ID will help a trainer design/construct a curriculum/training in a scientific manner and deliver effective content through technology in diverse ways.

### Advantages

- ✓ Planning/conducting a training more effectively
- ✓ Designing an appropriate training material to meet the requirements of the team/training
- ✓ Transfer requisite knowledge at a desired pace
- ✓ Increase the learner base by upgrading the training methods to current trend
- ✓ Conduct quizzes/surveys/tests to gauge the knowledge transfer and the learning curve

## A Project Manager

ID will help a project manager plan the deliverable meticulously and make precise decisions

### Advantages

- ✓ Plan the outline of the project more effectively
- ✓ Help get a detailed insight of the project
- ✓ Deliver the output through an appropriate media.



## Commercial Designers

ID will equip commercial designers to visualize the quality of the output and give them an edge over the others

### Advantages

- ✓ Have a very clear picture of the output
- ✓ Design a product more decisively
- ✓ Create a greater impact on the customer by creating visually stimulating products

## Journalists

ID will assist journalists to draft the content captured more scientifically by weaving language and ID concepts together to have a more striking impact on the audience

### Advantages

- ✓ Structure the content more judiciously
- ✓ Identify the criticality of an issue and deliver the information accordingly while bearing in mind its impact on the people.

## Creative Writers/Editors/Authors

ID will add flair to their writing by familiarizing them with the behavioral aspects of the human mind thus making their writings more objective.

### Advantages

- ✓ Add the flavour of technology to writing
- ✓ Visualize the audience impact while developing content
- ✓ Reduce the time spent on testing the quality of the content





## **Do I need any special skills?**

**Though a specialized skill set is not required from an instructional designer, it would be an added advantage if one can have the following**

**Process Flow abilities - To think and act through strategic process, of content and instruction, project management**

**Research and evaluation skills - with a focus on continuous improvement**

**Learning theory knowledge - To address learning through instruction, consistently thinking about learning as an outcome of all instructional activities**

**Interpretation skills and flexibility - To assess and adjust to any situation with a focus on learning and performance improvement.**

***These skills can and will be learned because instructional designing at TechTotal embeds them in you as the course takes you along***

## How to become a good instructional designer? -Problem

Theoretically instructional design is different in practice. It's also true the other way round  
A good instructional designer requires a keen knowledge of theory and a practical way to apply it and see it work.

Learning should be from diverse sources. If one relies exclusively on theory, then one will not be equipped to move out of the static academic environment to put learning to practice.

Learning should comprise of an extensive opinions backed by strong theory including real time experience. The traditional approach of training followed during the past few years has created a gap between theory and practice.

But, unfortunately most of our teachers or institutes never bothered to bridge the gap between the two.

### TechTotal bridges the gap

TechTotal believes that

**“Bookish knowledge is no match to real experience”**

**“Knowing comes best from doing – and by teaching others how to do the same.”**

It is observed that when people learn through practice there is a deeper understanding of the concept and greater mastery over the subject is achieved

*Tech total always strives to turn knowledge into action by encouraging original ideas and empowering new practices to blaze new paths.*

**“Mistakes are an inevitable part of knowing. There must be a high tolerance for new mistakes”**

To build a company culture which lauds and encourages action, things will frequently go wrong.

*TechTotal always encourages people to actively try new things and has an exceptionally high tolerance for well intentioned failures.*



Techtotal sets the pace in eliminating the gap between  
Knowing & Doing

TechTotal's innovative strategy, tools and training has become symbolic to many other organizations. TechTotal imparts experiential learning to students supporting them to develop skills to work professionally. Learning through participation in industry based tasks/projects is made a part of the curriculum. TechTotal engages its students in using software tools that are identical to those used by practicing professionals.

This kind of training enables students to apply knowledge to solve workplace-related problems in ethical ways.

Normal Approach

Bloom's taxonomy –Is it practical?

Bloom's Taxonomy comprises of six learning levels that are arranged in an ascending order. These levels are:

- Knowledge
- Comprehension
- Application
- Analysis
- Synthesis
- Evaluation

Just listing the verbs associated with Bloom's Taxonomy will be of no "practical" help and mere definitions of the six levels will be of scarce use.

TechTotal's Approach

Let us begin with a simple example. Suppose that you are assigned a task to explain a poem

Let us apply Bloom's taxonomy to the above given task

**1. Knowledge** (Remembering previously learned material)

**Recite a poem**

**2. Comprehension** (Grasping the meaning of material)

**Explain what a poem means.**

**3. Application** (Using information in concrete situations)

**Identify examples of metaphors in a poem**

**4. Analysis** (Breaking down material into parts)

If a poem is given one should be able to recognize the poetic strategies employed

**5. Synthesis** (organizing parts together as a whole)

**Write an essay or a poem**

**6. Evaluation** (gauging the product value for the said purpose, using an explicit criterion)

Scrutinize your own and peer's essay in terms of the ideology of composition discussed



The winning mantra for a successful Instructional Designer is  
**"Passion to learn and passion to help someone else to learn"**



## TechTotal - An overview

### Why Tech Total

- This is the only place where theory is translated into practicals. It adapts the training strategy “Let practice be one with theory
- TechTotal imparts experiential learning to students supporting them by developing skills to work professionally. Learning through participation in industry based tasks/projects is made a part of the curriculum
- It engages its students in using software tools that are identical to those used by practicing professionals. This kind of training enables students to apply knowledge to solve workplace-related problems in ethical ways
- TechTotal always strives to turn knowledge into action by encouraging original ideas and empowering new practices to blaze new paths.
- It encourages people to actively try new things and has an exceptionally high tolerance for well intentioned failures.
- TechTotal sets the pace in eliminating the gap between knowing and doing
- Assists its students with placement opportunities

### Learning at TechTotal

TechTotal is a learner oriented training hub where the learners get ample opportunities to become Instructional Designers.

TechTotal offers flexibility training

**Weekend training** - for those with a busy working schedule

**Online training** - for whom travel and time may be a constraint

**Demo sessions** – for those not sure about the concept of ID

The demo includes

- A briefing on Instructional Designing?
- Its System Design
- Models and Theories
- Learning on the web/E learning
- Skill sets required and job roles available
- Expected salary
- Potential prospects

### The Training Team – A brief snapshot

- The trainers at Tech total are a group of practicing Instructional designers who also carry with them a huge repository of prior experience.



- The best of knowledge, technical expertise, and industry best practices are brought to the table
- Each concept is taught by a different trainer thereby helping the learners effectively grasp the conceptual and practical aspects of theory/model/tools.

They assist, guide and mentor the learners by

- Crafting training sessions to suit specific requirements of the learners
- Bringing Industry best practices to benefit the students from current trends in the market
- Encouraging trainees to execute live projects to benefit their organizations

This in turn increases and improves the trainees

1. Learners Approach
2. Visualizing Skills
3. Interpersonal Skills
4. Training Skills
5. Writing Skills

They go the extra mile to extend their support to the learners beyond their tenure at the institute.

### The Students of TechTotal – An insight

A Student of TechTotal will gain profound mastery in

#### Creating effective

- ❖ Computer based trainings (CBT) – to address training/knowledge transfer issues
- ❖ Web Based Trainings (WBT) – to infuse dynamism in knowledge transfer



#### Building

- ❖ Structured Storyboards – to meticulously plan content
- ❖ Enhanced Simulations – to increase learn ability
- ❖ Convincing Prototypes – to portray intended information accurately

To set foot in the ID industry with new /renewed knowledge along with technical proficiency

*TechTotal eventually prepares an individual to deliver new knowledge with a view to build skills and change attitudes while transforming fragile thoughts into impressionable ideas*

### Market Trends

The scope of Instructional design is so vast that it permeates all areas that pertain to the transfer of knowledge to create and enhance learning. Earlier an Instructional Designer was mostly involved in creating content for books. Now the realm of ID is very vast and this has been made possible by technology

Currently the ID methodology and technology are being used in the

- IT sector
- eLearning Sector
- Manufacturing sector
- Pharmacy sector
- Educational institutions and universities and many more

It is one of the fastest growing fields. Presently the demand for outsourcing instructional designing work is so immense that there will be a great demand for instructional designers in near future so much so that one can even work as a freelancer

### Contact us

#### TechTotal Knowledge Center

A division of TechTotal Soft Systems Pvt Ltd.,

TechTotal Hub

#8-2-150, Srinagar Colony,  
Panjagutta, Hyderabad-500082

Andhra Pradesh, India.

Call: 9989699562,

9989696902, 040-32434393

Email: [shravan@techtotalsystems.com](mailto:shravan@techtotalsystems.com)

Web: [www.techtotalsystems.com](http://www.techtotalsystems.com)

Portal: [blog.techtotalportal.com](http://blog.techtotalportal.com)

