

INSTRUCTIONAL DESIGN PLAN

[Course / Program Title]

A learner-centered design plan aligning curriculum goals with instructional strategy

[Designer Name] | [Date] | [Organization]

Agenda

What this plan covers

01

Learner Analysis

Who the learners are and what they bring

02

Learning Objectives

What success looks like

03

Instructional Strategy

The four guiding design principles

04

Module Outline

How content unfolds over time

05

Assessment Plan

How mastery is measured

06

Evaluation Plan

How we know the design worked



Learner Analysis

Design starts with the learner — prior knowledge shapes how new information is filtered and understood.

Key Questions to Answer

- Who are the learners, and what is their current role or context?
- What prior knowledge, skills, or experience do they already bring?
- What motivates them, and what barriers might they face?
- What data-collection method will surface this? (survey, interview, pre-assessment)

[Insert learner profile summary or persona here]



Learning Objectives

Written to be specific, measurable, and aligned to real performance

Terminal Objective

By the end of this course, learners will be able to [overall outcome].

Enabling Objective 1

Learners will be able to [specific measurable skill/knowledge].

Enabling Objective 2

Learners will be able to [specific measurable skill/knowledge].

Enabling Objective 3

Learners will be able to [specific measurable skill/knowledge].

Instructional Strategy

Four guiding principles shape every design decision



Activate Prior Knowledge

Scaffold new content onto what learners already know using visuals, questionnaires, and frontloading.



Build Self-Direction

Teach goal-setting, self-assessment, and progress monitoring — these skills don't develop on their own.



Manage Cognitive Load

Chunk content, use worked examples and scaffolding, and remove redundant information.



Deliver Effective Feedback

Keep feedback timely, specific, and actionable, with room for reflection and revision.

Module Outline

How content unfolds across the learning journey



[Add estimated duration, delivery mode, or key activity notes for each module below the timeline]



Assessment Plan

Measuring progress along the way and mastery at the end

Formative

- Knowledge checks after each module
- Peer discussion and self-reflection
- Low-stakes practice with immediate feedback
- Progress monitored, not graded

Summative

- Capstone project or final assessment
- Scored against defined objectives
- Demonstrates applied mastery
- Informs certification or sign-off

Evaluation Plan

How we know the design actually worked

01

Reaction

Learner satisfaction and engagement surveys

02

Learning

Pre/post assessment score comparison

03

Behavior

On-the-job application observed by managers

04

Results

Impact on team or organizational performance metrics



Timeline & Next Steps *(can be modified)*

Week 1-2

Finalize learner analysis and objectives

Week 3-5

Develop content and module prototypes

Week 6

Pilot with a small learner group

Week 7

Revise based on pilot feedback

Week 8

Full launch and evaluation begins

Questions & Discussion

[Designer Name] • [Email] • [Organization]