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CONSULTANTS

# Trends in
# Instructional Design

## Learning as an Adventure

# Cutting-Edge Instructional Design Trends

New instructional design trends continue emerging as time goes on, some related to new technologies and evolved understanding of optimal learning experiences, and others related to changes created by the pandemic. When you know more about the latest trends in instructional design, your organization is poised to take advantage of the latest and greatest approaches.

**1** ### Increased Use of Artificial Intelligence

Artificial Intelligence is swiftly becoming a fundamental aspect of eLearning, ushering in personalized and adaptive learning experiences at an unprecedented level. AI facilitates the achievement of educational priorities by enabling scalable and cost-effective adaptations to meet the needs of distance and hybrid learning, while also aiding in course planning and content curation. Additionally, AI enhances formative assessments by automating processes, providing immediate feedback, and even assessing student well-being through wearable technologies. Simulation-based learning experiences are revolutionized by AI-powered virtual agents, offering personalized and immersive educational opportunities. Contrary to fears of job displacement, AI empowers instructional designers to evolve their roles, fostering collaboration and creativity in content creation while ensuring quality and relevance in educational materials.

**2** ### Hybrid Learning

Hybrid learning is a powerful tool for corporate education that blends the advantages of in-person and online learning. This approach enables companies to provide their employees with a flexible and personalized learning experience that accommodates their unique schedules and learning styles. By incorporating digital technologies, hybrid learning allows corporate learners to access a wealth of resources, interact with a variety of media, and collaborate with colleagues from different locations. The versatility of hybrid learning also enables corporate trainers to deliver customized training programs that address specific skills and knowledge gaps within their organization. By providing diverse learning opportunities, hybrid learning empowers employees to acquire new skills and knowledge more effectively, which can help them excel in their roles and contribute to the company's overall success.

### 3 Rise of Microlearning

The rise of microlearning, characterized by brief and focused learning modules, is rapidly gaining traction. Microlearning caters to the lifestyle of modern learners by providing easily digestible information that can be consumed on the move. Notably, microlearning is increasingly integrated into advanced educational programs like masters in instructional design and technology, emphasizing the importance of concise and impactful content delivery. It represents an innovative approach that revolutionizes how knowledge and skills are acquired, offering a flexible and efficient alternative to conventional training methods in today's fast-paced world where time is of the essence.

### 4 Gamification in Learning

Gamification is transforming eLearning from a passive activity into an engaging, interactive experience. By incorporating game elements like points, badges, and leaderboards, eLearning platforms are making learning not just informative but also enjoyable. This approach taps into the natural human instincts of competition and achievement, fostering higher engagement, motivation, and, ultimately, better learning outcomes. The trend of gamifying learning content is expected to grow as it proves effective in maintaining learner interest and enthusiasm.

### 5 Accessibility and Inclusive Design

Accessibility encompasses developing solutions that cater to a diverse range of individuals, eliminating barriers for learners with different levels of abilities and disabilities, such as those related to vision, speech, hearing, learning, cognitive abilities, movement, and aging, among others. In today's era of technological progress, prioritizing accessibility in learning for the contemporary workforce is essential for achieving both individual and organizational success in business endeavors. This entails ensuring that eLearning platforms and materials are designed to accommodate a broad spectrum of learners, enhancing their accessibility and usability.

## Mix up the types of content you offer to include things like:

- Data-based
- Social learning
- Video animation
- AR/VR
- Chatbots
- Microlearning

*"Learning experiences are like journeys. The journey starts where the learning is now and ends when the learner is successful. The end of the journey isn't knowing more, it's doing more."*

*- Julie Dirksen, learning strategy and design consultant*

## Including the 4 Learning Methods in Instructional Design

No two learners learn the same way. Instructional designers must consider that to ensure coursework meets the needs of their audience – no matter how each of those people approaches learning.

### 1 Visual Learners

For visual learners, imagery helps them understand topics faster and better, and it makes concepts less abstract. Visual learning typically includes elements like photographs, graphics, diagrams, charts, maps, and videos.

Integrating visual learning into training or other education is simple. Including relevant pictures is very helpful, and things like infographics can help display information in a sensible way. Videos are beneficial for demonstrating anything procedural, as a video can show precisely how something is done.

## 2  Auditory Learners

Auditory learners learn best when information is shared using the power of sound such as spoken language, music, or other auditory cues. They can best absorb and understand information when listening to explanations or descriptions. There are plenty of options for auditory learning components; some are purely acoustic, like lectures or podcasts. Auditory learning can also be incorporated into visual learning – a voice-over explanation in a video, for example.

## 3  Read/Write Learners

This type of learner favors textual information and written communication. They prefer textbooks, articles, slide presentations and other word-oriented modes of information delivery. Again, methods for this type of learning can be incorporated into other types. Using subtitles or closed captions on videos, for example, allows the learner to read along and absorb information better than they would with the auditory component alone.

Read/write learners also intake information well when taking notes about the information they're receiving. Message boards and word-based discussions are effective tools to allow these individuals to utilize their strengths in reading and writing when learning.

## 4  Kinesthetic Learners

Kinesthetic learners learn through physical activities and experiences. This group does best when they can engage their motor skills and physical senses while learning new concepts. In-person instruction is best for this type of learner, and incorporating tools like interactive scenarios, or interactive technology-driven activities puzzles can be very effective.

## Combine Content and Technology to Bring the Journey to Life

Instructional design trends and learner preferences change with surprising speed. Determining how to create content and deliver it effectively can be challenging. By staying on top of instructional design trends and incorporating the various types of learning into your instructional design into the material, you stand the best chance of seeing positive results and a better ROI. Plus, remaining on top of the latest trends in this space means you can incorporate emerging technologies to have an even bigger impact on the learners within your organization.

## The ADDIE Model

The ADDIE model is used by instructional designers and training developers to build dynamic, effective training and support tools. ADDIE is the most popular approach, but there are others: Sam, llama, agile and blooms taxonomy.

**Analysis:** The problem is clarified, the goals and objectives of instruction are established, and the learning environment and the learner's existing knowledge and skills are identified.

**Design:** Learning objectives, assessment instruments, exercises, content, subject matter analysis, lesson planning, and media selection are defined and created.

**Development:** The content assets created in the design phase are developed and assembled. Content is written, storyboards are created, and graphics are designed.

**Implementation:** A procedure for training the facilitators and learners is developed, including course curriculum, learning outcomes, methods of delivery, and testing procedures.

**Evaluation:** Learning objectives are evaluated to determine the training's effectiveness. The feedback allows facilitators to move forward, adjust, or begin the process again.

*Instead of thinking about the content first, we think about the learner first: performance, experience, workplace, digital fluency... then, we can create effective training with more collaboration and social activities in order to share experiences. Learners are smart, and through effective training, we recognize that intelligence.*

## About Clarity Consultants

Clarity has over 30 years of expertise placing elite learning and development professionals in high-demand positions in large, global organizations.

There is a reason why over 80% of Fortune 500 firms rely on Clarity to staff their projects. Our background, skilled consultants, and broad range of experience across industries and sectors help set us apart from the competition.

## Contact Clarity Consultants

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