Introducing the
ASU INSTRUCTIONAL DESIGNERS

Communicators
The first skill we master in Instructional Designer (ID) 101. Listening, speaking, writing and presenting are all important parts of our day-to-day. Our work is collaborative by nature. We are skilled at building consensus.

Guides
IDs are consultants, technologists, trainers, and evaluators. Whatever instructional issues you may face, we can be right by your side to help.

Thinkers
We think about things. We brainstorm. We experiment. We look for new and better all the time. We think about human psychology. We think about aesthetics, design, user experience, flow, look/feel. We think about the different senses and how they come into play.

Builders
We bring a systematic approach to constructing learning experiences that includes analysis of the audience, environment, objectives, content, technologies, etc. Planning maps, guides, templates, process docs, outlines, storyboards, are all part of the way we approach projects.

Designers
We design instruction/teaching and learning experiences. At the heart of the matter is often the alignment of objectives, activities and assessments.

Explorers
It’s important that we stay on top of the latest processes and skills related to ID work. We communicate “best practices” in teaching and learning (particularly related to using technology).

Relationships
We are skilled at building relationships and rapport with faculty, staff, and clients. There is the potential for a lot of emotion around what we do.

Project Managers
We talk about projects and project management constantly. It frames how we think about work.

Data Analysts
Data-based decision making is part of what we do.

Fixers
When a course link breaks, when a weighted grade column doesn’t add up, we can be there to help. We fix things that are broken. We solve problems.

Superheroes
Look! Up in the sky! It’s a media producer! It’s a collaboration expert! It’s an ID!

Evaluators
We design, develop and evaluate content/instructional materials. Review and revision are essential.