

The Many Roles of Instructional Designers

Relationship Builders

We are skilled at building relationships and rapport with faculty, staff and clients.



Data Analysts

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



Project Managers

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



Communicators

We collaborate with faculty to ensure course content is communicated clearly and succinctly.

Evaluators

We design, develop and evaluate content/instructional materials.

Thinkers

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 and storyboards are all part of the way we approach projects.

Designers

We design engaging and meaningful learning experiences. At the heart of the matter is often the alignment of objectives, activities and assessments.

Explorers

We explore emerging research and tools to promote student learning and engagement.

Consultants

We consult faculty on course mapping. We provide expert advice on pedagogy and instructional strategies.

Superheroes

Look! Up in the sky! It's a media producer! It's a collaboration expert! It's an ID! We do great things!

Trainers

We provide resources and training on course design, tools and technology.

