

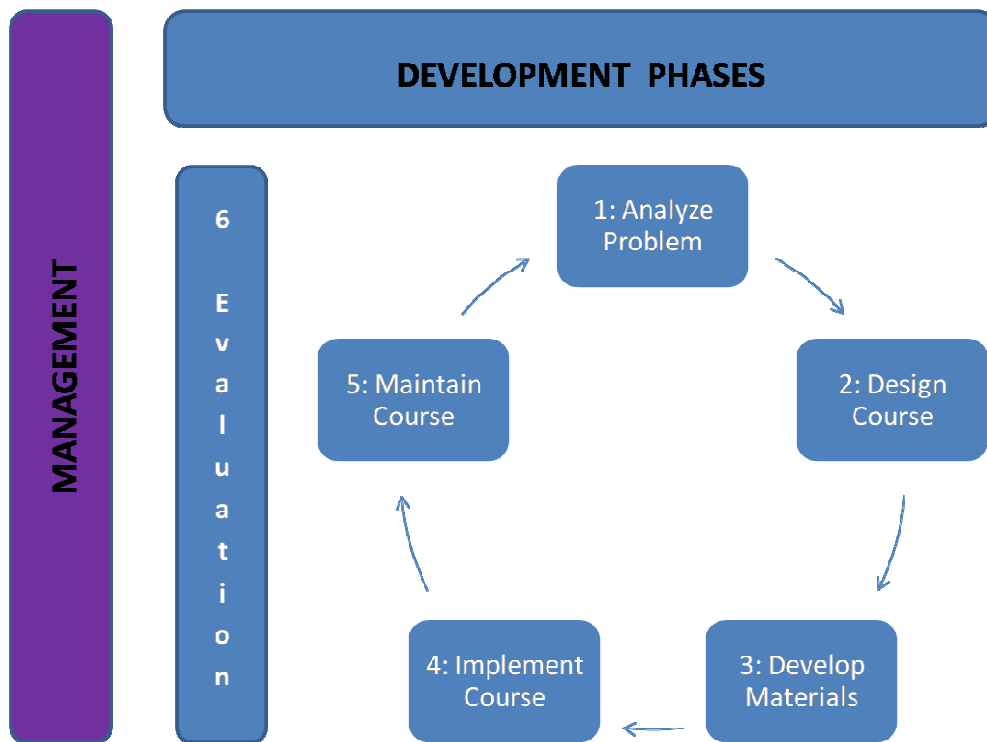


## Instructional Systems Development

For all of our development projects, our primary goal is to produce performance-based, cost-effective materials that meet the unique needs of our client and the target audience. To make sure we achieve our goal, we follow the systematic Instructional Systems Development (ISD) model to analyze, design, develop, implement, evaluate, and maintain our clients' programs.

The following model illustrates the interactive nature of the six ISD developmental phases, with the first five being cyclical and Evaluation occurring across all of the other phases.

### Creative Courseware Overall Development Model



The Management block in our model shows that, although Management is not an ISD process phase, it is an ongoing component of our project success.

## Phase 1: Analyze Problem

The Analyze Problem phase is also called a Front-End Analysis. To develop effective performance-improvement products, the performance need must first be identified and described. Once the need is known, we determine the best approach to meet the need.

- Purpose
  - Determine what the target audience is to accomplish.
  - Determine what the target audience is to do to achieve accomplishments.
  - Determine the most cost-effective programs/interventions needed to achieve and sustain accomplishments.
  
- Input
  - Client request for services
  
- Outputs
  - Task analysis
  - Comparative training approach options
  - Development or implementation constraints
  - Identification of critical and common errors and difficult tasks (i.e., potential learning problems)
  - Selection of primary training approach(es)
  - Preliminary draft of learning objectives

## Phase 2: Design Course

Both the analysis phase and the design phase are primarily planning activities. Well planned programs are more effective and less resource-intensive to develop.

- Purpose
  - Identify learning objectives.
  - Accommodate potential learning problems.
  - Prepare an overall course outline.
  - Specify materials to be developed.
  
- Input
  - Outputs of Phase 1: Analyze Problem
  
- Outputs
  - Learning objectives
  - Matching of unique teaching strategies to potential learning problems
  - Course outline
  - Blueprints (description of training materials, examples, practice, skill check, evaluation, graphics, video, audio, delivery media)

### Phase 3: Develop Materials

Our development activities produce and assemble the draft and final materials.

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|----------------|---|
| <u>Purpose</u> | <ul style="list-style-type: none"><li>▪ Write, produce, and validate draft and final materials.</li><li>▪ Match development techniques to selected media.</li><li>▪ Use evaluation data to indicate which lessons or tests should be revised, what kinds of revision are needed, where there are administrative “bugs,” and other anticipated problems.</li></ul> |
| <u>Input</u>   | <ul style="list-style-type: none"><li>▪ Outputs from Phase 2: Design Course</li></ul>   |
| <u>Outputs</u> | <ul style="list-style-type: none"><li>▪ Draft materials for client review</li><li>▪ Client-approved, validated, final materials</li></ul>   |

### Phase 4: Implement Course

Course implementation provides a good opportunity for more detailed evaluation and subsequent revision of materials. Our evaluation is discussed in Phase 6: Evaluation.

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| <u>Purpose</u> | <ul style="list-style-type: none"><li>▪ “Turn on” the mechanisms for setting the course in motion.</li></ul>         |
| <u>Input</u>   | <ul style="list-style-type: none"><li>▪ Outputs from Phase 3: Develop Materials</li></ul>                            |
| <u>Outputs</u> | <ul style="list-style-type: none"><li>▪ Fully implemented instructional package</li><li>▪ Maintenance plan</li></ul> |

### Phase 5: Maintain Course

Planned maintenance is key to successful training programs. Maintenance modifications range from simple materials update and redistribution to content changes that require a reiteration of the complete ISD process.

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|----------------|---|
| <u>Purpose</u> | <ul style="list-style-type: none"><li>▪ Ensure continued availability.</li><li>▪ Ensure content validity.</li></ul>   |
| <u>Input</u>   | <ul style="list-style-type: none"><li>▪ Maintenance plan or request</li></ul>   |
| <u>Outputs</u> | <ul style="list-style-type: none"><li>▪ Appropriate response to request for maintenance services</li><li>▪ Up-to-date performance improvement package</li></ul> |

## Phase 6: Evaluation

We include evaluation at every phase of our development. We complete quality control reviews, and our clients complete review and approval to acknowledge content validation and effectiveness.

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| <u>Purpose</u> | <ul style="list-style-type: none"><li>▪ Produce high-quality, cost-effective materials that meet the client and audience needs.</li><li>▪ Conduct evaluations of all materials during and at the completion of development.</li></ul> |
| <u>Input</u>   | <ul style="list-style-type: none"><li>▪ Client request for services</li></ul>   |
| <u>Outputs</u> | <ul style="list-style-type: none"><li>▪ High quality, cost-effective materials</li></ul>  |