

# What is Instructional Design?



Instructional design, also known as instructional system design (ISD), is the creation of learning experiences and materials in a manner that results in the acquisition of knowledge and skills.

## Purpose of instructional Design

The aim of instructional design is to make the instructions effective, efficient, appealing and cost-effective.

## Basic Components of Instructional Design

**Analyze** – Analysis refers to the gathering of information about one's audience, the tasks to be completed, how the learners will view the content, and the project's overall goals.

**Design** – In this phase, instructional designers begin to create their project.

**Develop** – Development, means that the blueprints of the design phase are assembled.

**Implement** – This stage allows the instructional designer to test all materials to determine if they are functional and appropriate for the intended audience.

**Evaluate** – The final phase ensures the materials achieved the desired goals. Designer can assess the project's elements and revise them if necessary.

## REFERENCES

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