

Instructional Designer Skillset

Skill	Beginner Instructional Designer	Intermediate (transition to Senior)	Advanced Senior Instructional Designer	Expert
Communication				
Effective communicator	Effectively conveys content and intent verbally and in writing.	Effectively conveys content and intent verbally and in writing. Interprets messages from others and responds accordingly.	Effective sender, receiver and interpreter of information. Ability to clarify confused messages through questioning.	Effective sender, receiver and interpreter of information. Ability to clarify confused messages and troubleshoot conflict.
Concise writer	Crafts understandable messages to communicate content.	Writes clear explanations and directions	Works to clarify SME content, provides effective transitions and context to material.	Ability to effectively distill complex SME messages to create effective learner content
Writes in Learner Language	Able to write in simplified language.	Able to write in learner-centric language. Understands learner and writes with the learner's perspective.	Able to write in learner-centric language. Understands learner and writes with the learner's perspective. Recognizes new terminology and provides glossaries or hover definitions to scaffold learning.	Ability to write for complex audiences, i.e. Senior management, English language learners
Technical Skills				
Word	Able to edit work of someone else	Creation of documents. Leverages headers, footers, and heading styles	Creation of complex documents. Includes table of contents. May include hidden text for Instructor notes.	Creation of multi-chapter documents. Ensures consistency of all materials in all style elements.
Excel	Able to enter numbers and find data in existing workbooks	Able to build basic worksheets.	Able to create sheets to manipulate and analyze data. Can create charts and graphs to visualize data.	Able to build complex workbooks to analyze data. Can generate reports from qualitative analysis of data.
PowerPoint	Able to enter data in a provided template.	Able to design graphically pleasing presentations. Slides are not overcrowded. Slides support content/	Able to leverage PowerPoint charting, SmartArt, picture editing tools and other features to enhance presentations.	Leverages advanced PowerPoint features. Can design presentations in a variety of styles. Uses

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				animation appropriately.
eLearning Authoring Tools	Ability to edit work built by another	Ability to build a course from a design plan	Ability build a course from scratch, may include branching scenarios or software simulations.	Ability to craft complex courses, including variable use, if/then branching, and simulations
Learning New Software	Ability to learn new software for client training. Ability to follow technical directions.	Ability to learn software and proactively ask questions about use.	Ability to learn new software, considering user perspectives. Recognition of areas learners may seem confused by.	Ability to learn new software and make recommendations or raise concerns about use in the workforce during the development process.
Select, Edit or Create Multimedia	Sources multimedia files; may record video or audio	Ability to perform simple edits to multimedia files including sound and video clips	Able to create and perform advanced editing functions for sound and media files	.Designs and builds complex multimedia treatment, which may include storyboarding and production of video, and/or animations.
Develops Learning				
Define learning goals and create outcomes/objectives	Ability to identify overall goal for learning	Ability to define behaviorally based objectives	Ability to define behaviorally based objectives/outcomes that map to overall goal.	All outcomes are aligned and systematically step through the content to meet the learning goalsAbility to provide comprehensive learning map, fitting learning into overall program curriculum.
Chunks learning content	Ability to break down overall goal into different topics.	Ability to align content to outcomes/objectives. Breaks topics down into manageable sizes, using continued activities as needed.	Ability to align content to outcomes and objectives. Breaks topics down into manageable sizes, using continued activities as needed. Content flows from topic to topic in a logical format through transition narratives.	Content is effectively broken down; content flows between topics, and may include overall story or scenarios to tie concepts together and provide interest and episodic feel during course progression.
Select learning activities	Leverages classroom, webinar and elearning options	Leverages applied learning concepts. Knows a variety of	Leverages many different methods for learning.	Extensive repertoire of options for application of the

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		activities to provide different options for application.	Continually sourcing new ideas.	learning. Activities consistently reinforce the intended concepts. May maintain source files of ideas.
Determines assessments	Ability to select appropriate level assessment.	Ability to create level 1 assessment and write questions for level 2 knowledge assessment.	Ability to create level 1 assessment and write effective questions for level 2 knowledge assessment. Can write level 3 measurement activities.	Creates a variety of assessment activities. Most are authentic applications of the learning
Visual Design				
Typography & layout	Organizes information according to template	Uses heading styles effectively, dividing topics and subtopics, making scanning for information easy.	Selects coordinating type families to designate headings and text. All headers used so reading just headers in collapsed view provides accurate flow through topics.	Leverages graphic design capabilities to enhance the message and create interest. Ability to leverage heading styles to create table of contents.
Selects graphics	Inserts pictures and illustrations to support the message	Selects consistent graphics treatment to provide a unified design	Edits existing graphics to fit requirements	Creates custom graphics
Overall design	Visual look is pleasing.	Visual look is cohesive and pleasing.	Visual look may include embedded graphics with text flow, lines, callouts and other points of interest. All graphics are unified. Colors coordinate between graphics and headers.	Visual look appears professional, similar to a magazine or professional website. Information is easy to find.
Needs Assessment				
Problem Analysis Skills	Recognizes problem	Analyzes training request. Questions SME to find the actual need	Leverages performance improvement tools to analyze the problem	Comprehensive analysis for root causes, looks at a systemic level using a variety of tools and metrics
Audience Analysis	Determines who needs the training	Analyzes characteristics of learner group: education, preferences, background	Recognizes different learner needs and may provide alternate pathing to ensure	Identifies needs of specific learners as well as group segments. Leverages

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groups are trained only in pertinent material.

Universal Design or adaptive learning to meet all learner needs.

Project Management

Plan Project	Identifies tasks for completion.	Identifies tasks required to complete project. Estimates time for completion of each and identifies and sets milestones	Allocates resources to identify capacity issues. Adjusts for changes. Recognizes critical path, and escalates issues as necessary.	Accurately computes timeframes for tasks.
Meet Deadlines	Completes all personal tasks on time.	Completes personal tasks and oversees other resources to keep them on track.	Negotiates with resources who have missed deadlines. Condenses other tasks to compensate.	Drives project to allow all resources meet deadlines.
Manage Multiple Priorities	Able to independently handle project tasks.	Able to independently handle two different project with different time tables.	Ability to coordinate multiple projects, completing tasks on time and overseeing deadlines of others.	Ability to manage multiple complex projects, meeting deadlines.
Manages stakeholder relationships	Knows contacts for the project. Reaches out for information as needed.	Proactively initiates conversations with all project stakeholders. Knows who owns which role, and reaches out as needed.	Knows and works with all stakeholders on a project. Able to negotiate deadlines and compensate as needed for changes.	Knows and works with all project stakeholders. Ability to handle difficult personalities. Will identify and escalate issues as needed.