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COURSE BROCHURE

Instructional Design with the ADDIE Model Training Course

18 – 22 January 2027
Casablanca

jupiterprime.uk

info@jupiterprime.uk

Registered in the United Kingdom and Saudi Arabia

Instructional Design with the ADDIE Model Training Course

Ref: 1290_48435 **Date:** 18 – 22 January 2027 **Location:** Casablanca **Fees:** 4500 GBP

Instructional Design with the ADDIE Model is a 1-week training course for instructional designers, L&D specialists and in-house trainers who build courses from a blank page, and it ends with an ADDIE course design document ready for sign-off. Organisations now expect every new course to show a clear line from a performance gap to tested learning activities. Jupiter Prime Training runs this course on instructional design with the ADDIE model.

Why Instructional Design with the ADDIE Model Matters Now

Three pressures shape course design today: subject matter experts who expect their knowledge turned into learning quickly, learners who switch between classroom, video and mobile formats, and sponsors who ask what a course will change before funding it. A design team that follows Analysis, Design, Development, Implementation and Evaluation ADDIE can show its reasoning at every gate and fix problems in a storyboard rather than after launch. The course draws on ISO 30422:2022 for learning and development processes alongside the ADDIE model.

Who Gains Most from Instructional Design with the ADDIE Model

- Designers responsible for turning learner analysis into objectives, sequences and storyboards
- L&D specialists who commission courses and approve design documents from internal or external authors
- In-house trainers who convert their own sessions into structured, repeatable courses
- Digital learning developers who build e-learning modules from approved storyboards

A small design team gains most when its lead designer, a developer and a reviewing specialist attend together.

Instructional Design with the ADDIE Model Capabilities

Participants move from a vague training request to a sequenced, testable course blueprint.

- Analyse learner profiles, task context and constraints before any content is drafted — scoping decisions with sponsors
- Write measurable objectives using condition, behaviour and criterion — assessment alignment for reviewers
- Design learning sequences and activity types matched to each objective — learner engagement and transfer
- Build storyboards and prototypes that developers can produce without rework — development effort and cost
- Plan pilot runs and formative checks that catch flaws early — go-live readiness
- Specify summative evaluation linked to the Kirkpatrick levels — sponsors judging course impact

Key Instructional Design with the ADDIE Model Terms

- ADDIE — a five-phase instructional design model: Analysis, Design, Development, Implementation and Evaluation.
- Learner analysis — a profile of the audience's prior knowledge, motivation, working context and access to learning formats.
- Performance objective — a statement of what learners will do, under which conditions and to what standard.
- Storyboard — a screen-by-screen or segment-by-segment script showing content, visuals, interactions and assessment points.
- Formative evaluation — checks made during design and development, such as expert reviews and pilot runs, to improve the course.
- Summative evaluation — judgement of a finished course's effect on learning, behaviour and results after it has run.

Instructional Design with the ADDIE Model Day by Day

Day 1: Analysis Phase and the Real Performance Gap

- Gap Analysis Interviews — Separating Training Needs From Process Faults
- Learner Profile Template — Prior Knowledge, Motivation and Access
- Task Analysis Breakdown — Steps Learners Must Actually Perform
- Constraint Mapping — Time, Budget, Technology and Delivery Context
- Analysis Summary Report — Sponsor Sign-Off Before Design Begins

Day 2: Design Phase Objectives and Sequencing

- Condition, Behaviour, Criterion Objectives — Measurable Targets for Each Module
- Bloom's Taxonomy Verb Selection — Matching Cognitive Level to Task
- Assessment Blueprint Matrix — Aligning Questions With Every Objective
- Gagné's Nine Events Sequence — Ordering Each Lesson's Activities
- Delivery Format Selection — Classroom, Virtual, E-Learning or Blended

Day 3: Development Phase Storyboards and Materials

- Storyboard Templates — Scripts Developers Can Build Without Guesswork
- Scenario and Case Writing — Realistic Practice for Hospital and Utility Staff
- Facilitator Guide Structure — Consistent Delivery Across Different Trainers
- Rapid Prototyping Versus Full Build — When to Iterate Early
- Expert Review Checklist — Accuracy, Accessibility and Plain Language

Day 4: Implementation and Evaluation Phases

- Pilot Run Planning — Choosing Learners, Observers and Feedback Points
- Formative Evaluation Instruments — Observation Sheets and Learner Debriefs
- Kirkpatrick Four Levels — Planning Summative Evidence Before Launch
- Revision Log — Tracing Changes Back to Pilot Findings
- ADDIE Versus SAM Comparison — Choosing Linear or Iterative Cycles

Day 5: Practising the ADDIE Course Design Document

- Applying Analysis Findings — Drafting the Course Rationale Section
- Applying Objectives and Assessment Blueprint — Peer Review of Alignment
- Applying Storyboard Standards — Producing One Sample Module Storyboard
- Applying the Evaluation Plan — Linking Pilot and Summative Measures
- ADDIE Course Design Document — Final Blueprint Ready for Sponsor Approval

Applying Instructional Design with the ADDIE Model After the Course

- Run a gap analysis interview with one sponsor and three target learners for a course on your backlog and write the analysis summary.
- Storyboard one module with the template from the course and hold an expert review.

Instructional Design with the ADDIE Model Questions FAQ

What is instructional design with the ADDIE model and why does it matter now?

Instructional design with the ADDIE model is a five-phase method for building courses from analysis to evaluation. It matters now because sponsors want evidence that a course targets a real gap and learners expect well-sequenced content in several formats.

Which roles gain most from instructional design with the ADDIE model?

Instructional designers, L&D specialists who commission courses, in-house trainers and digital learning developers gain most. Each uses the same ADDIE gates to agree scope and storyboards before production.

How does instructional design with the ADDIE model differ from a train the trainer course?

Instructional design with the ADDIE model focuses on building the course itself: analysis, objectives, storyboards and evaluation plans. A train the trainer course focuses on delivering sessions in the room.

What do you bring back from instructional design with the ADDIE model?

You bring back an ADDIE course design document for one real course, with an analysis summary, measurable objectives, an assessment blueprint, a sample storyboard and a pilot and evaluation plan ready for sponsor review.

Instructional Design with the ADDIE Model: The Way Forward

The ADDIE course design document first informs the sponsor's decision to approve, narrow or redirect a requested course before development money is spent. Lead designers, developers and reviewing specialists use it to build and test modules against agreed objectives. After the first pilot, the assessment blueprint deserves a second look, as pilots show objectives set at the wrong level.