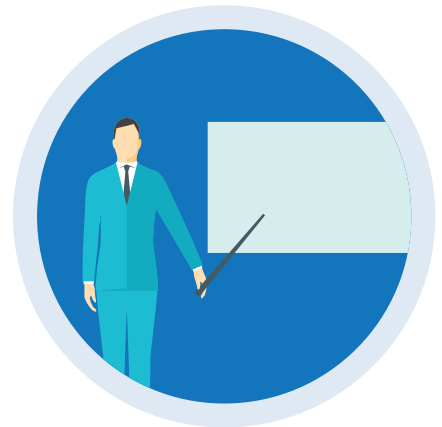


PROFILE OF A PASS INSTRUCTIONAL DESIGNERS

WHO OUR INSTRUCTIONAL DESIGNERS ARE:

- All A Pass instructional designers have been vetted with our proprietary process
- Average tenure at A Pass is 3 years
- Most have a master's degree in one of the following fields:
 - Curriculum Design and Instruction
 - Education
 - Educational Learning Theory
 - Instructional Design
 - Educational Technology
 - Instructional Systems Technology
 - Performance Improvement and Training
- Most have between 3 and 20 years of experience
- Possess both deep theoretical understanding and deep practical understanding of instructional design practices
- Work in Articulate Storyline, Adobe Captivate, Camtasia, and other proprietary tools



WHAT INSTRUCTIONAL DESIGNERS DO:

- Align learning activities to assessments, learning objectives, and standards
- Analyze the learner group to appreciate the perspective of the intended audience
- Build engaging and interactive online courses in client learning management systems (LMS) for distance learning course delivery
- Correlate existing learning resources with course and program objectives
- Correlate objectives between courses for overall program design
- Create engaging learning activities with real-world application
- Design storyboards for eLearning module development
- Develop interactive eLearning modules
- Ensure clarity and engagement of student-facing resources
- Ensure clarity of instructions for teachers as to how to implement instruction
- Evaluate online courses and materials for adherence to accessibility requirements and universal design principles.
- Partner with subject matter experts to articulate content
- Write or refine learning objectives



Steve Jobs said, **“Design is not just what it looks like and feels like. Design is how it works.”** Instructional designers ensure that learning works!



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