

# Design Quick Guide

Putting on a course is like putting up a house...

---

Explore the possibilities and limitations: *collect influential information.*

---

Discovery



- Who is my audience?*
- What subject matter could I (or should I) teach?*
- How will my audience benefit from this course?*
- What is my budget for this project?*

Design



---

Do the creative thinking and planning: *create the blueprint.*

---

- What post-course outcomes will my audience be able to enjoy?*
- What behaviors will they need to engage in for those outcomes?*
- What skills will they need to develop to engage in those behaviors?*
- What knowledge will they need to acquire to perform those skills?*

Development



---

Do the heavy lifting: *create the materials.*

---

- What printed materials will my audience need for the course?*
- What media or technology will I be using to create the materials?*
- What visual elements will I include in the materials?*

Delivery



---

Breathe life into the course: *make it engaging and enjoyable for everyone.*

---

- What media or technology will I be using during the course?*
- How will I evaluate the audience's experience of the course?*
- How will I support my audience after the course?*