

Back to Basics:

The Instructional Design Refresh You Didn't Know You Needed



Let's be honest: Between juggling stakeholder requests, tight timelines, and new tools popping up every other Tuesday, it's easy to get caught up in the *what's new* and forget about the *what works*.

But here's a little professional truth bomb:

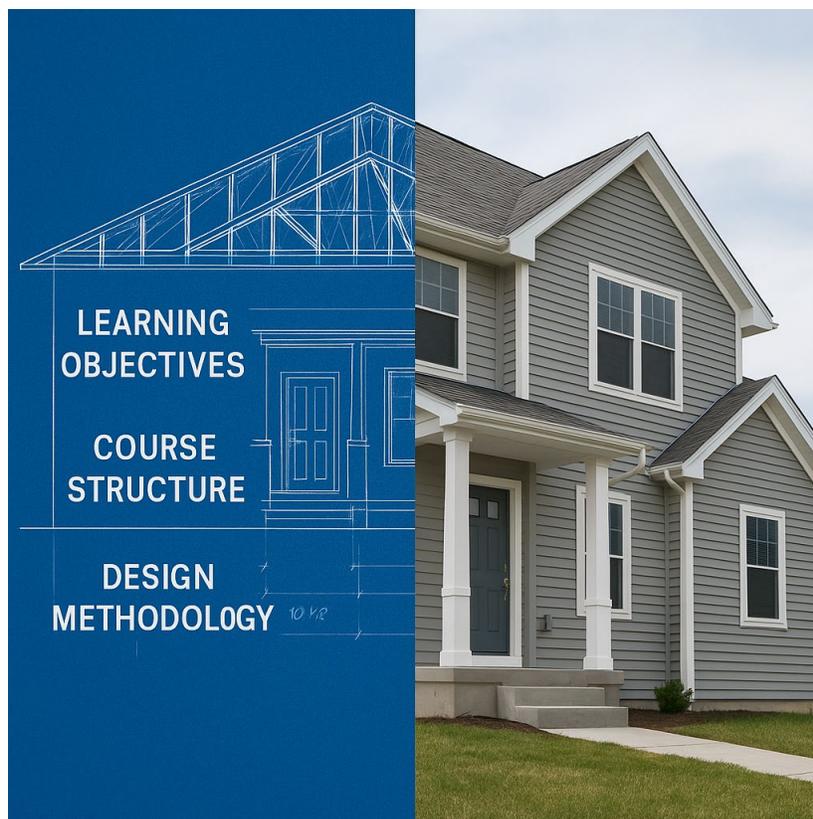
If your training isn't built on solid instructional design (ID) fundamentals, no amount of AI, gamification, or animation is going to save it.

This summer, the team at **It's Logical** is going Back to Basics. Through July and August, we're serving up a weekly dose of ID essentials to help you realign, reengage, and rebuild smarter.

So... What Are the Basics?

Think of instructional design like building a house. Before you start painting the walls, hanging art, or choosing light fixtures, you need a **blueprint**, a **solid foundation**, and a **well-framed structure**. Without those, even the fanciest finishes will crack and fall apart over time.

In the world of training, that foundation starts with **clear, measurable learning objectives**. Your blueprint? That's your **course structure**—how you sequence learning, scaffold new concepts, and guide your learners from start to success. The framework is your **design methodology** that ensures what you build is not only beautiful but also functional and repeatable.



The basics don't just keep your course from collapsing—they make sure every decision you make is grounded in purpose. Because let's face it: a flashy quiz or high-end animation can't fix a course that's built on shaky ground.

Why the Basics Matter

In a world where AI is generating course outlines in under a minute and learners are juggling ten tabs while attending training, there's never been more noise—or more pressure to deliver effective learning fast.

But **flashy tools and slick templates mean nothing** if your foundational instructional design skills aren't rock-solid.

Here's why the basics matter:

Well-written objectives guide everything. Without them, you're just building pretty slides.



Solid structure = sticky learning. A logical flow keeps learners engaged and on track.



Good assessments aren't just tests—they're learning tools.



Design models like ADDIE and SAM aren't old-school—they're evergreen.



If you skip the basics, your course might look good but fall flat on results.

The truth is...most training doesn't fall short due to a lack of fancy visuals—it's because it wasn't built on a clear, intentional design plan.

Why It's Time for a Refresh

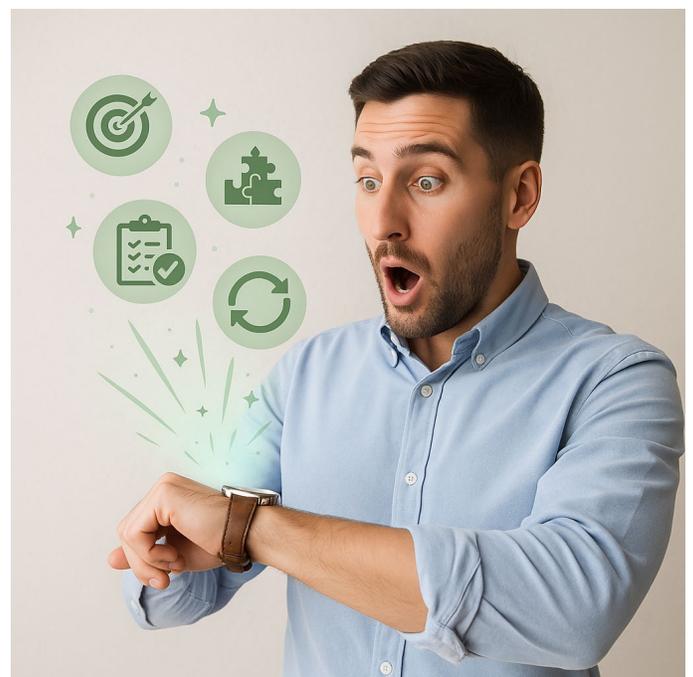
Even seasoned professionals fall into bad habits:

-  **Writing vague learning objectives or burying them at the end of the module**
“Surprise! Here’s what you were supposed to learn.”
-  **Treating “info dump” as instruction**
“Here’s everything we know about the topic—good luck!”
-  **Reusing outdated content without reviewing for relevance or accuracy**
“It worked last year, so it’s fine, right?”
-  **Over-designing slides to impress, not to communicate**
“If I add three more animations, maybe they’ll stay awake.”
-  **Confusing interactivity with engagement**
“If they click enough buttons, surely they’re learning!”
-  **Skipping learner personas and jumping straight to design**
“Everyone learns the same way, right?”
-  **Assuming knowledge = performance**
“If they can recite it, they must be able to do it.”

Do any of these sound familiar? You’re not alone.

Just like pro athletes revisit form drills or chefs return to knife skills, **L&D professionals should revisit the fundamentals** to stay sharp and deliver value. Summer is the perfect time to slow down, take stock, and sharpen your skills.

Whether you're onboarding new team members, gearing up for fall launches, or simply trying to stay ahead of the training curve, **a mid-year refresh can re-energize your design mindset and keep your content sharp, focused, and learner-ready.**



What to Expect This Summer (and Where to Find It)

Every Wednesday in July and August, we'll be posting quick tips, downloadable infographics and job aids, and informational videos on **LinkedIn and Facebook** that cover instructional design's most essential building blocks. Here's a taste of what's coming:

- 🖋️ How to write actually-SMART objectives
- 🧱 The basic anatomy of a solid eLearning module
- ❓ What makes a knowledge check question “good”
- 📧 A refresher on design methodologies (and how to choose the right one)
- 🎯 Aligning objectives, activities, and assessments
- 📺 When to use video, interaction, or animation—and when not to

Each post will include practical tools, visuals, and tips you can apply right away—no fluff, just clear, actionable insights you can use immediately in your own training projects.

Ready to Reboot?

It's time to stop “winging it” and start designing with intention.

Join **It's Logical** every

Wednesday on  and  for your **Back to Basics** refresh—and let's get grounded in what works.

