

Instructional Design Models: Types, Patterns, and Examples

- A blueprint for building effective learning experiences
- Why it matters for educators, designers, and creators
- Three lenses: types, patterns, and examples
- Compare models and select fit-for-purpose approaches



Core Concepts and Terminology

MAP LEGEND



MODELS

Conceptual structures that represent how things work.



THEORIES

Explanations that clarify relationships and predict outcomes.



TOOLS

Practical resources and techniques we use to apply ideas.



DELIVERY METHODS

Approaches and pathways for designing and delivering learning.



- Models, theories, and tools are distinct



- Five phases: analysis, design, development, implementation, evaluation



- Key terms: ADDIE, agile design, backward design, rapid prototyping



- Concepts: prescriptive vs. descriptive frameworks

What a Model Actually Does



- Blueprint for designing effective learning experiences



- Roadmap from learning need to evaluation

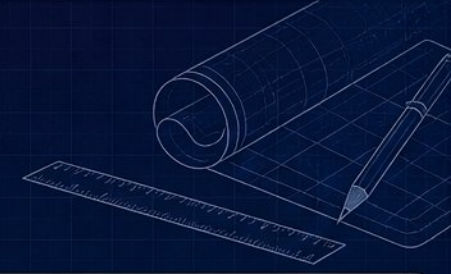


- Quality checklist for learner needs, objectives, assessment



- Prevents missed design considerations and unmeasurable outcomes

Classifying Models by Type



- **Linear models:** ADDIE, Dick & Carey
- Structured, phase-by-phase, documentation-heavy



- **Outcome-first models:** Backward Design
- Start with results, then plan assessment and content



- **Iterative models:** SAM, rapid prototyping
- Short cycles, quick feedback, built-in adaptability



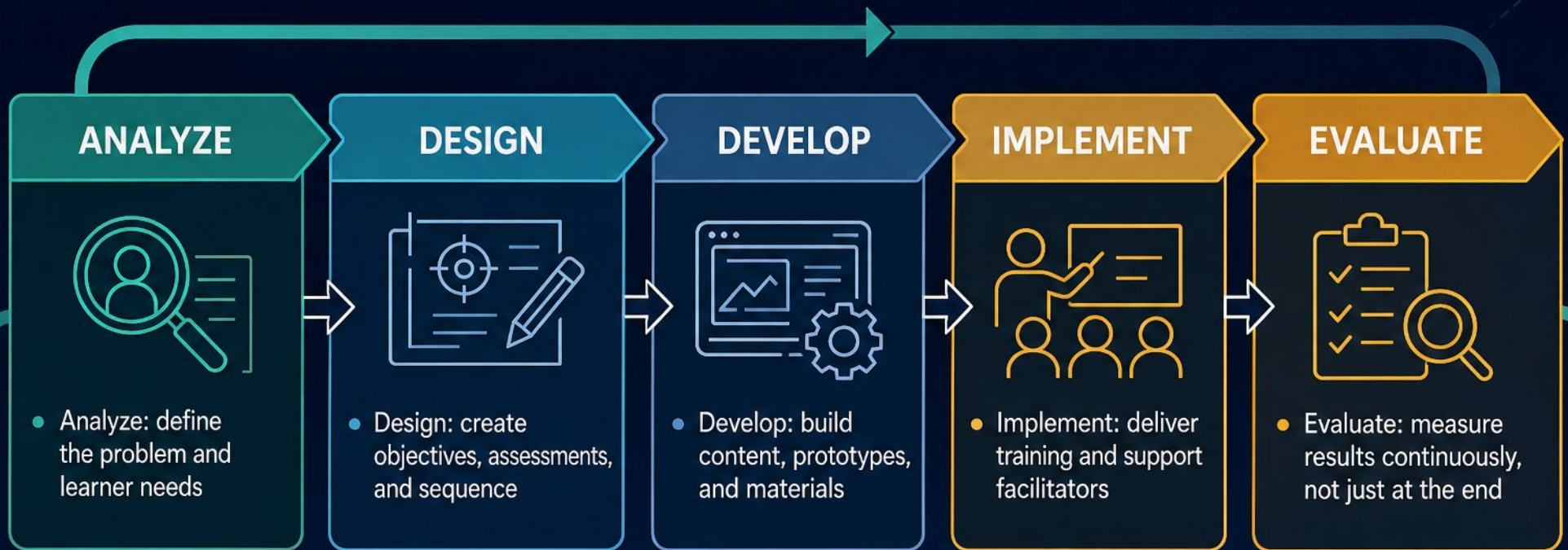
- No universal "best" model; fit depends on context

Common Patterns Across Models

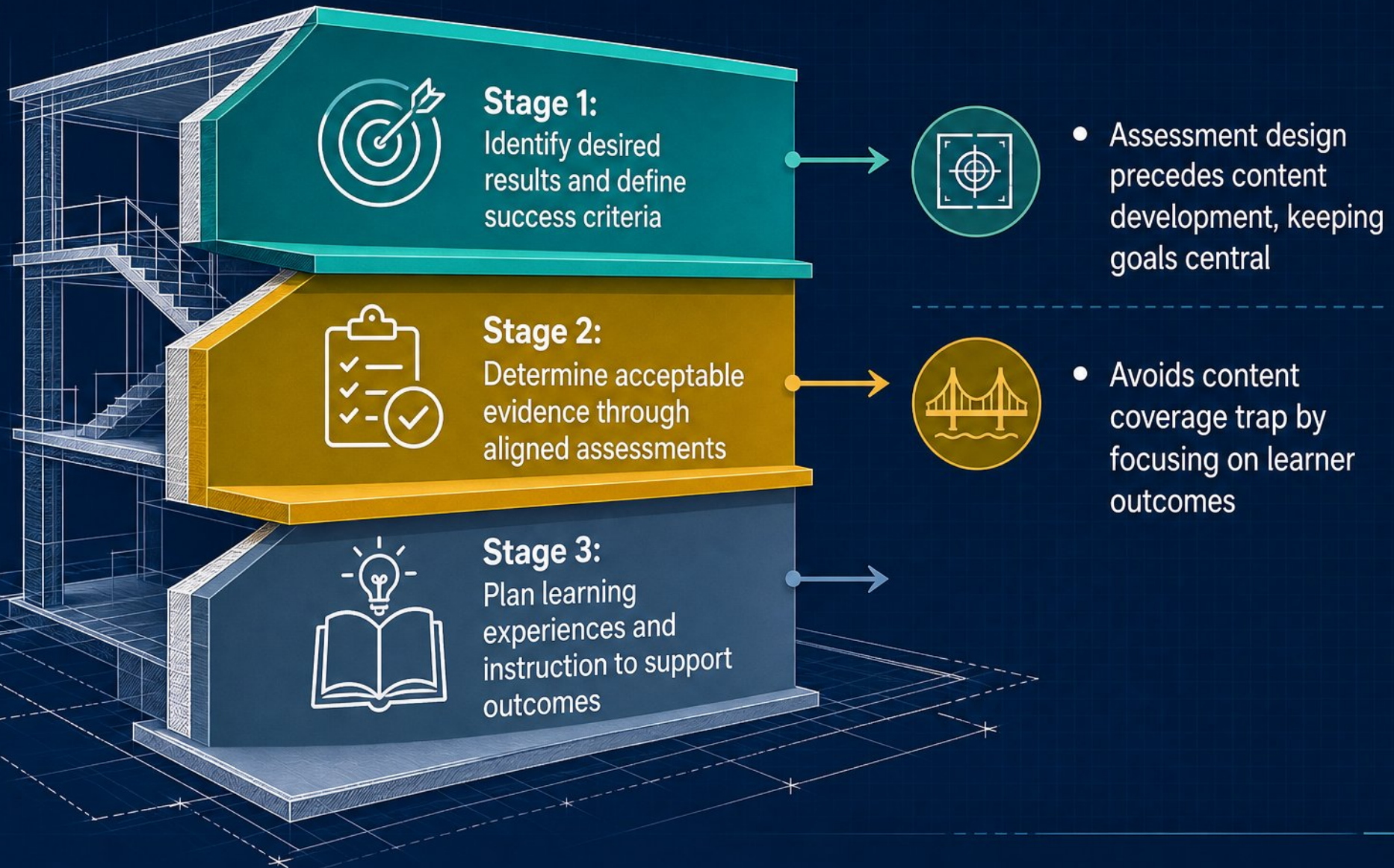


- Recurring phases: analysis, design, development, implementation, evaluation
- Shared patterns: iterative review, stakeholder input, outcome alignment
- Same workflow, different names across models
- Evaluation loops back to inform every phase

ADDIE in Practice



Backward Design: Starting from Outcomes



SAM and Iterative Approaches



- Preparation: Savvy Start aligns team and goals



- Iterative design: rapid prototype, test, refine



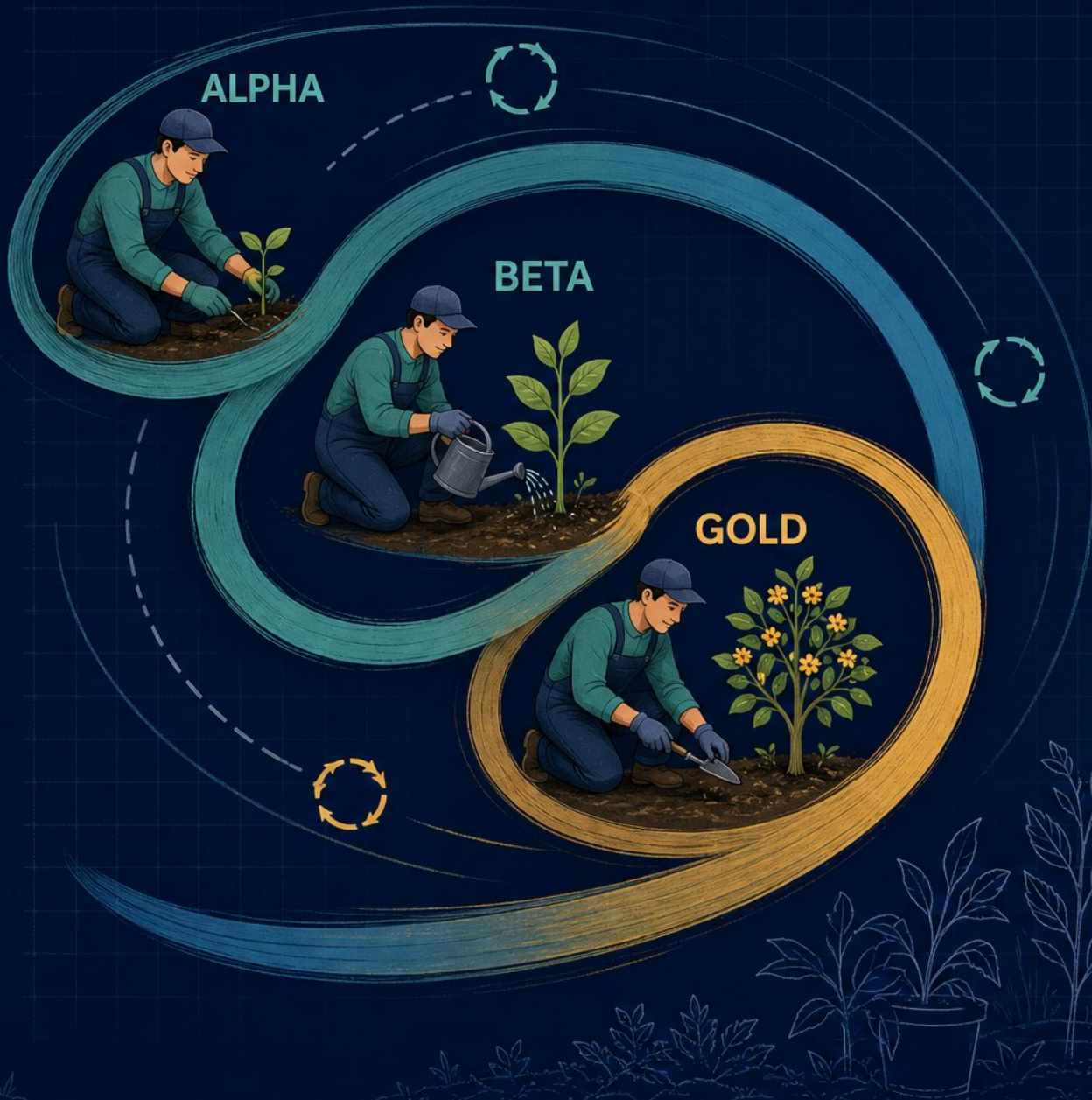
- Iterative development: Alpha to Beta to Gold



- Fast feedback loops vs. ADDIE's structured phases



- Best for fast-changing content and agile teams



Comparing Leading Models



- **ADDIE:** structured, documentation-heavy, phase-gate sign-offs



- **SAM:** fast iterations, rapid prototyping, continuous feedback



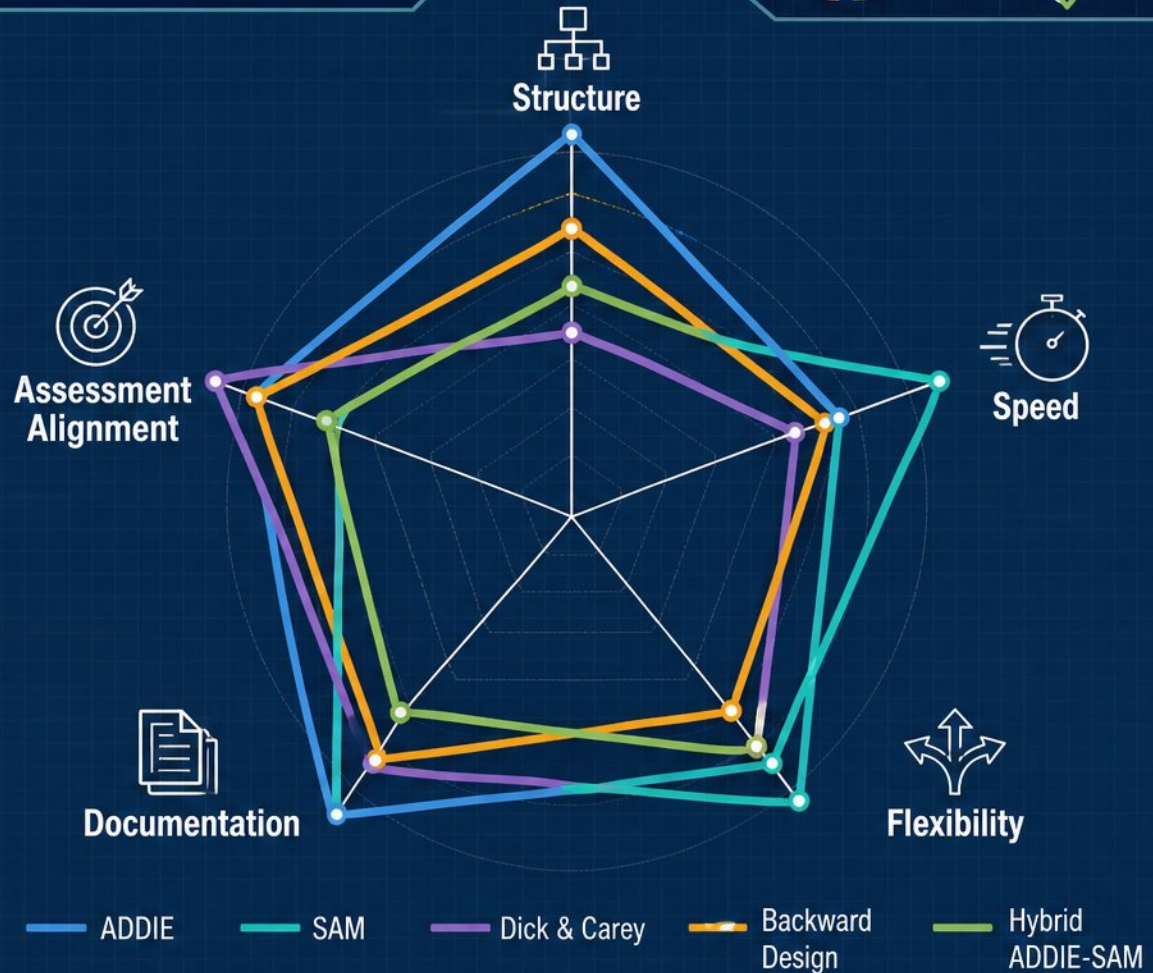
- **Dick & Carey:** systems-driven, objective-first, assessment-aligned



- **Backward Design:** outcome-first, assessment precedes content



- **Hybrid ADDIE-SAM:** governance plus prototyping for corporate needs



Selecting the Right Model for Your Context



- Assess constraints: timeline, budget, content stability, stakeholders



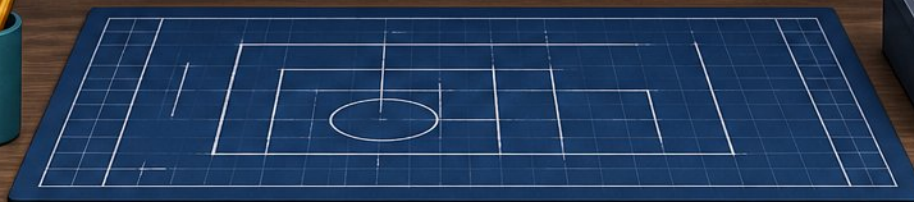
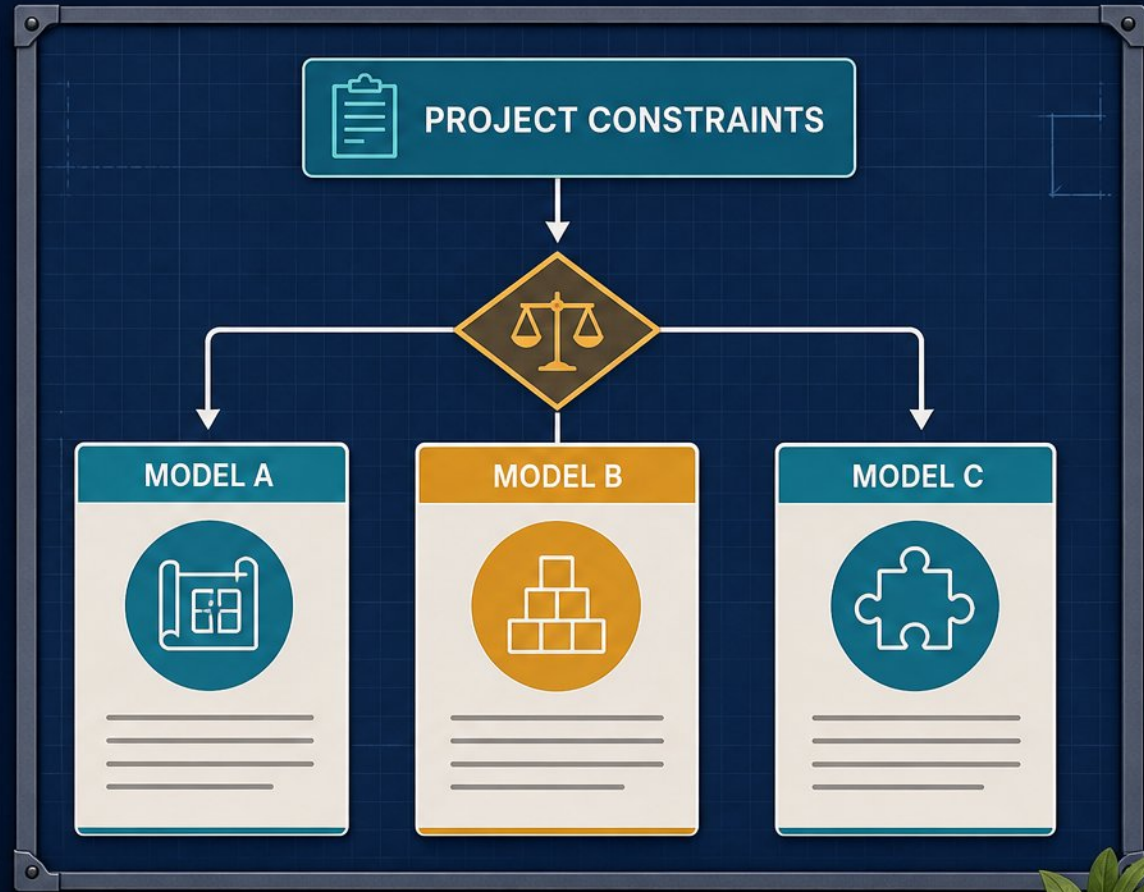
- Match model type to course goals and delivery format



- Diagnose the performance gap before choosing a model



- Use a simple comparison checklist to justify selection



Current Trends and Evolving Approaches



- **AI as a design partner:** accelerates analysis, drafting, prototyping, evaluation



- **Agile, design thinking, and human-centered learning** design complement classic models



- **AI does not replace design judgment:** goals, ethics, and outcomes stay human-led



- **Evidence-informed design** with continuous improvement loops is the new standard



- **Instruction shifts toward** skills-based, personalized, and flow-of-work learning



Practical Comparison Exercise



- Apply two models to the same short design scenario



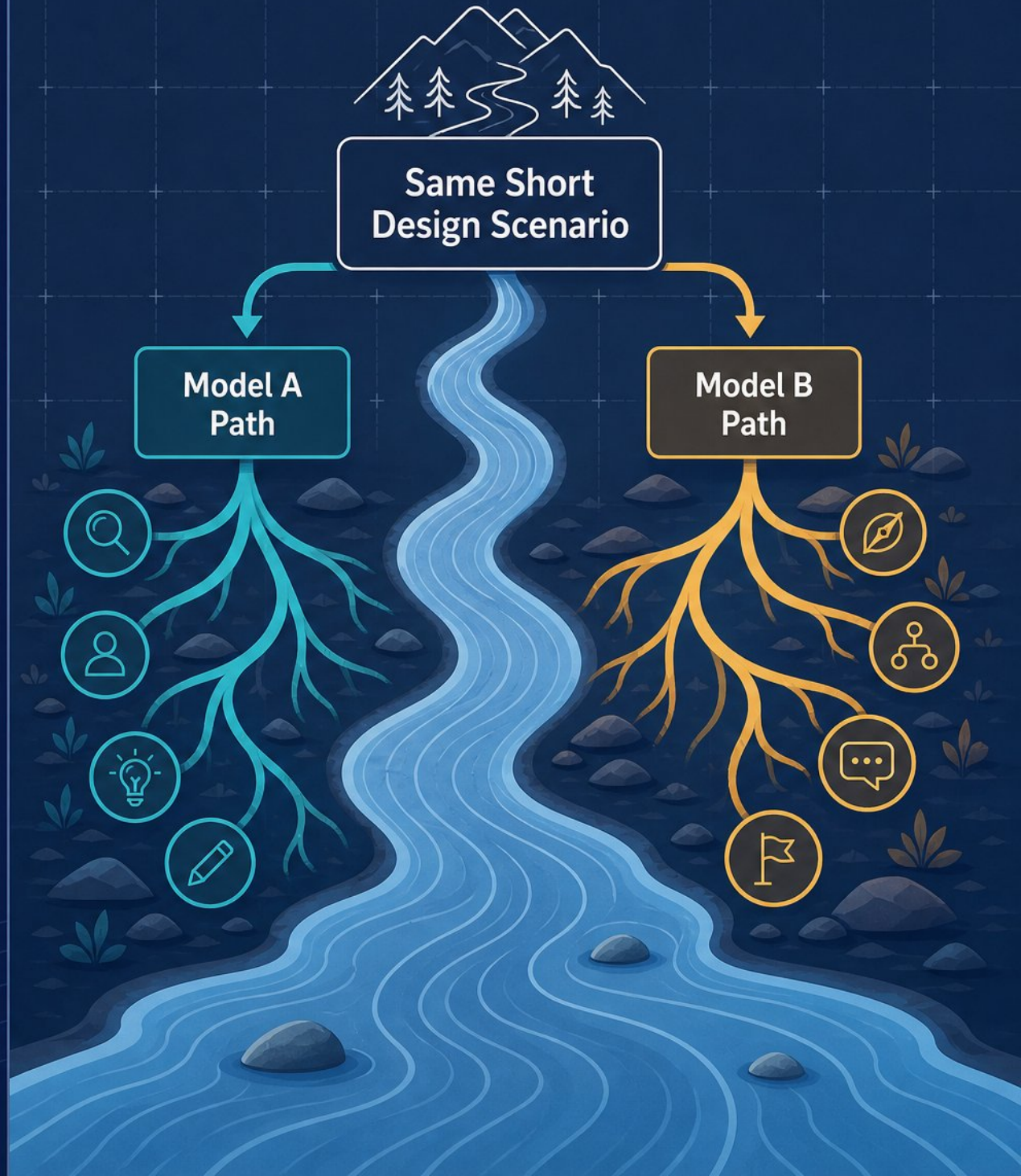
- Compare outputs, decision points, and time investment



- Debrief what each model handled well and where it created friction



- Use the comparison checklist to justify your model choice





Checklist and Job Aid



- Diagnose the performance gap before selecting a model



- Match model to timeline, stakes, and stakeholder availability



- Revisit model choice when requirements shift mid-project



- Combine ADDIE governance with SAM prototyping for hybrid flow



- Use one-page matrix to justify and document model decisions



HYBRID MODEL TIPS

Let ADDIE provide the structure and governance.
Let SAM bring speed, feedback, and adaptability.
Together, they create a flexible, learner-centered flow.



Summary and Next Steps



- Choose a model that fits your learners, content, and constraints



- Apply one model to a real project using the selection checklist



- Build a personal rubric to compare models on future projects



PersonWise.

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Scan the code or click anywhere to watch this course live, with voice Q&A

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