

AI Tools for Instructional Design

- Practical AI strategies across the full design workflow
- From needs analysis through evaluation
- Why AI matters now for designers, trainers, and educators
- Value comes from workflow integration, not just tool access
- Session: core concepts, phase applications, tool selection, and a low-risk pilot plan



The Current Landscape of AI in L&D



- AI is mainstream in L&D: 87% report adoption



- Heavy use in content production and development



- 65% use AI for content creation vs. 19% for evaluation



- Main uses: voice generation, quiz drafting, video, translation

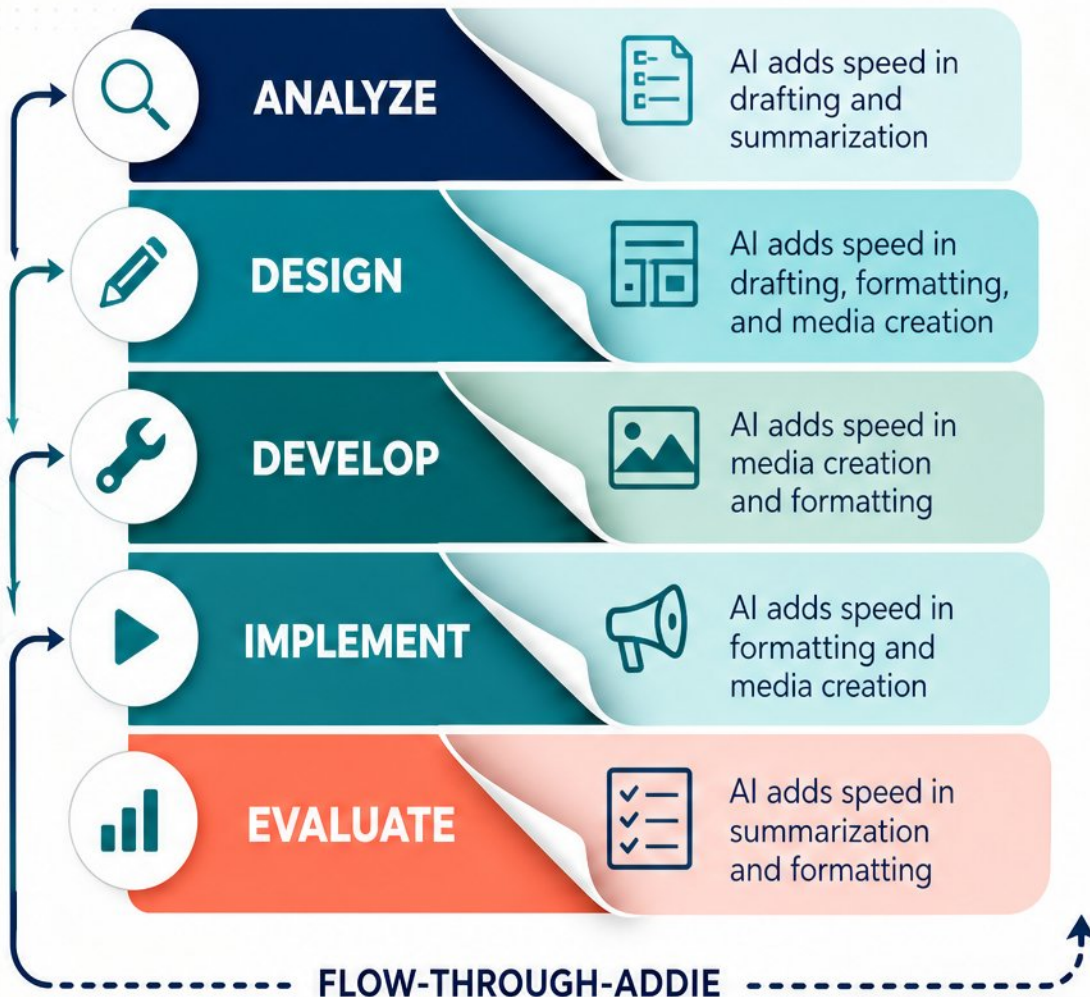


- Main risk: unreviewed, generic content and weak quality control

AI ADOPTION ACROSS THE L&D WORKFLOW



What Instructional Designers Actually Need from AI



- Map tasks to ADDIE phases: analyze, design, develop, implement, evaluate



- AI adds speed in drafting, summarization, formatting, and media creation



- Human judgment remains essential for alignment, context, and quality

AI as a Collaborative Partner, Not an Autopilot



- AI works as a collaborative co-worker or design partner



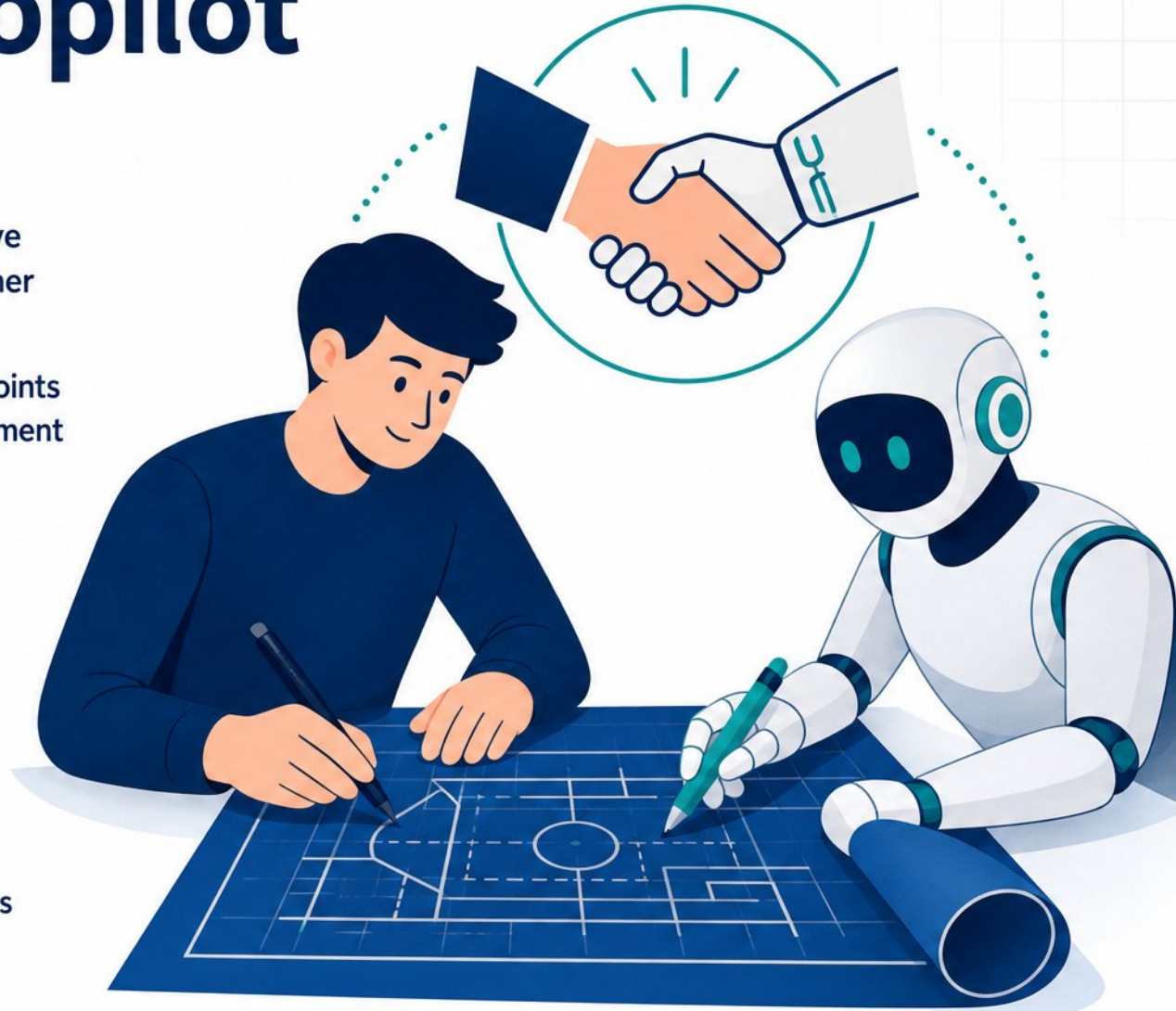
- Core research evidence points to augmented human judgment in analysis, design, and development



- Most common failure: pedagogical misalignment where content sounds right but fails to teach the intended skill



- Designers retain final ownership: learning goals, contextual fit, and what ships



Core AI Concepts Explained for L&D Professionals



- LLMs generate text from patterns, not reliable fact recall



- Prompts and context window shape model inputs



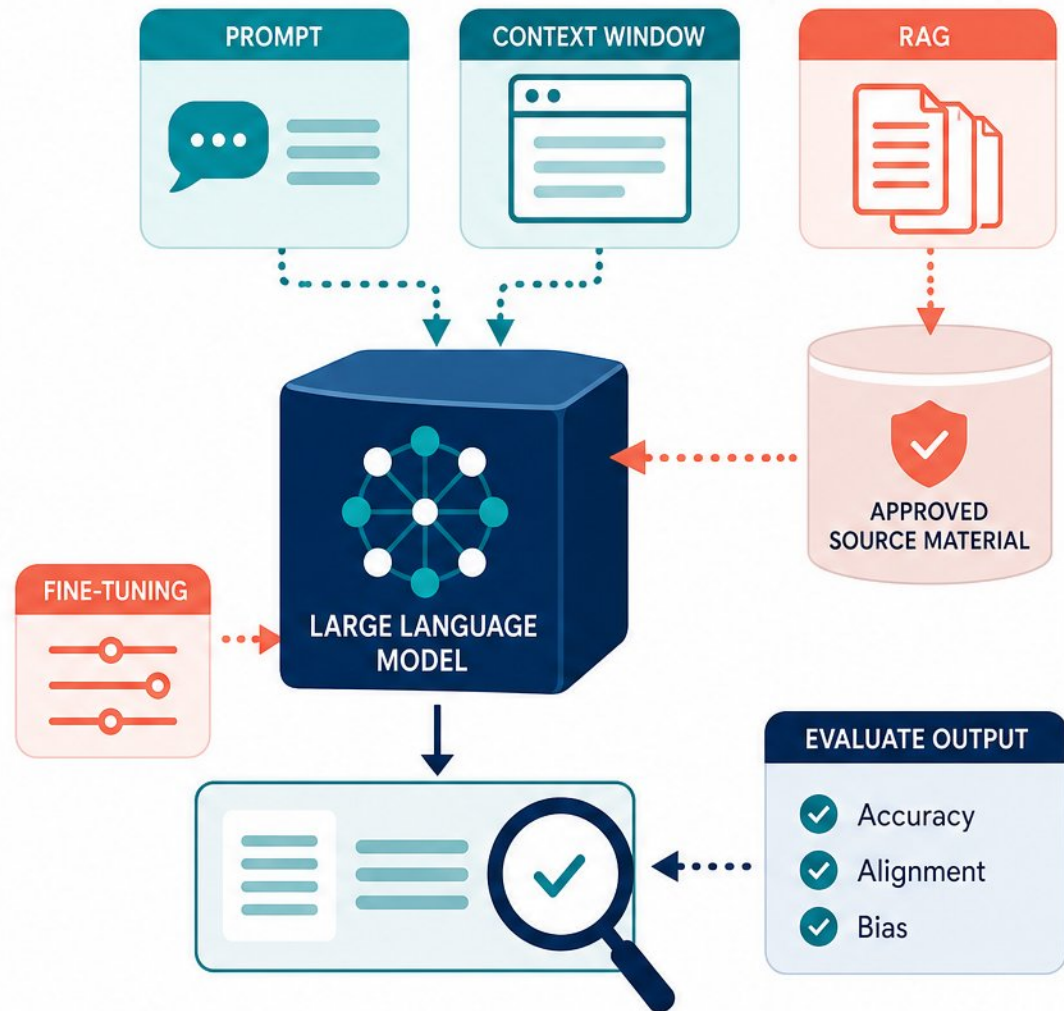
- RAG adds approved source material at query time



- Fine-tuning changes behavior: tone, format, and style



- Evaluate AI outputs for accuracy, alignment, and bias



Using AI in Needs Analysis and Learner Research



- Summarize interviews, source documents, and performance data



- Generate learner personas from scattered inputs



- Treat AI-identified gaps as hypotheses, not diagnoses



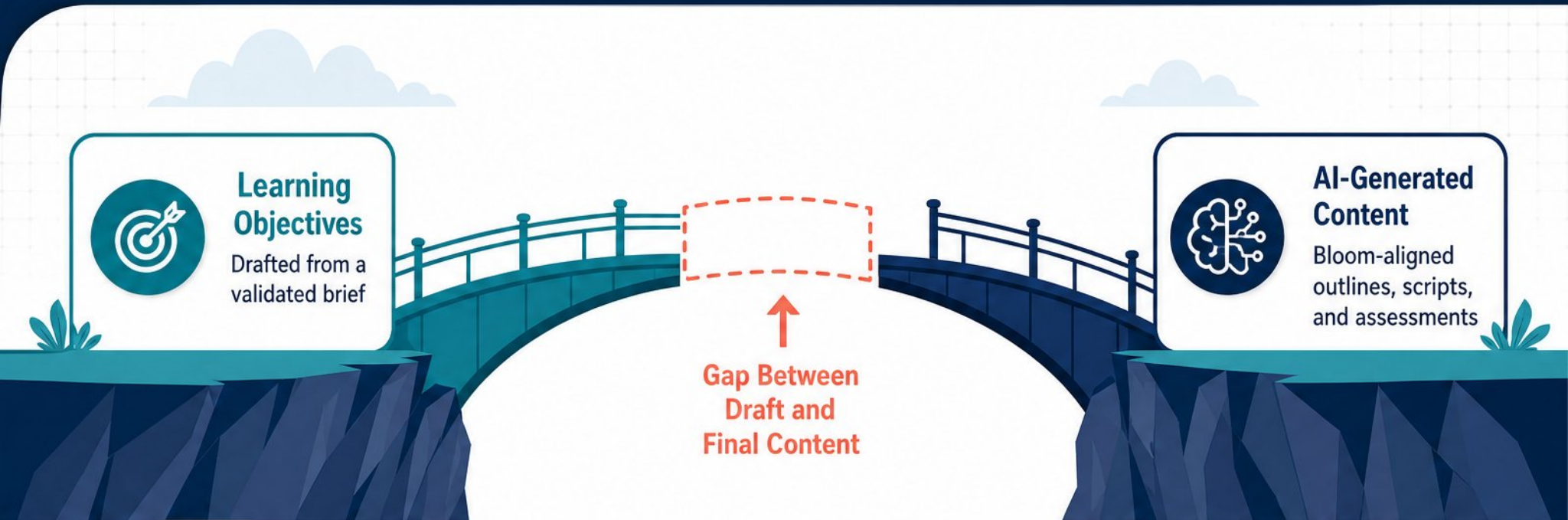
- Watch for bias, hallucinated facts, and missing context



- Confirm permissions before uploading confidential material



From Learning Objectives to AI-Generated Content



Draft Bloom-aligned objectives, outlines, scripts, and assessments from a validated brief



AI objectives often look right but miss real business problems or learner needs



Alignment with performance needs still requires human judgment



Verify factual and policy claims against approved sources before release

AI-Powered Storyboarding and Content Structuring



- AI turns source material into course maps, scripts, and visuals



- Feed AI real constraints to avoid generic structures



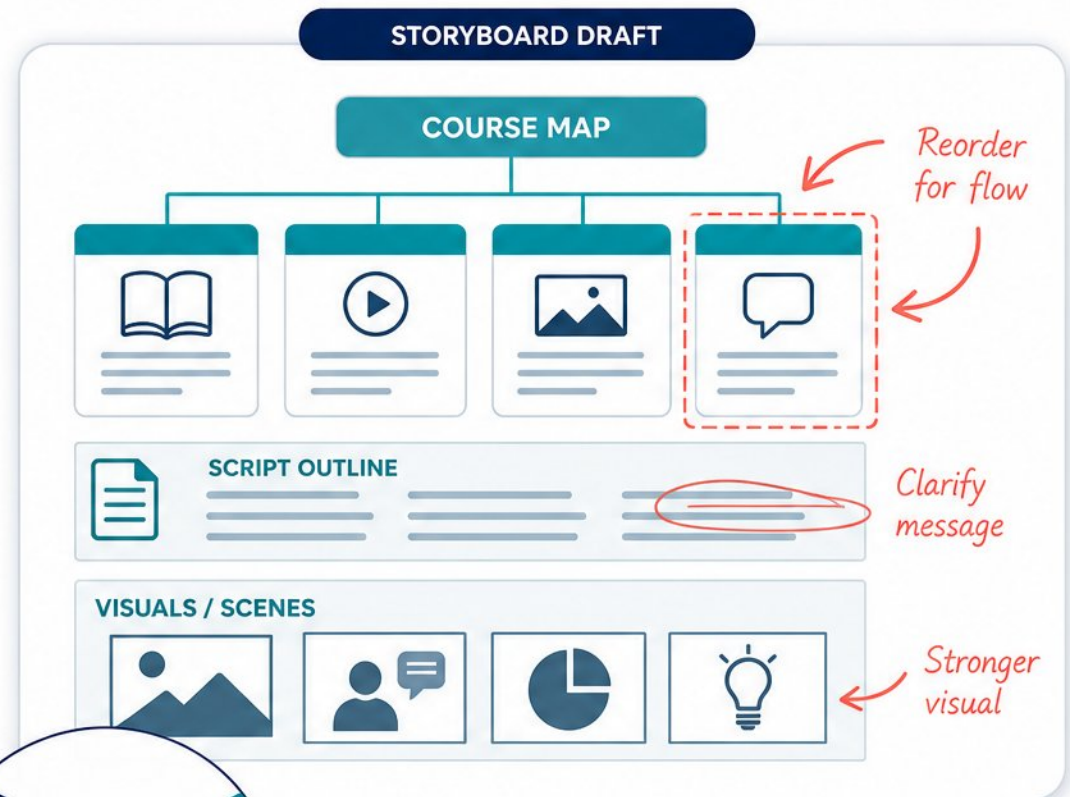
- Include audience, gap, format, and time budget in prompts



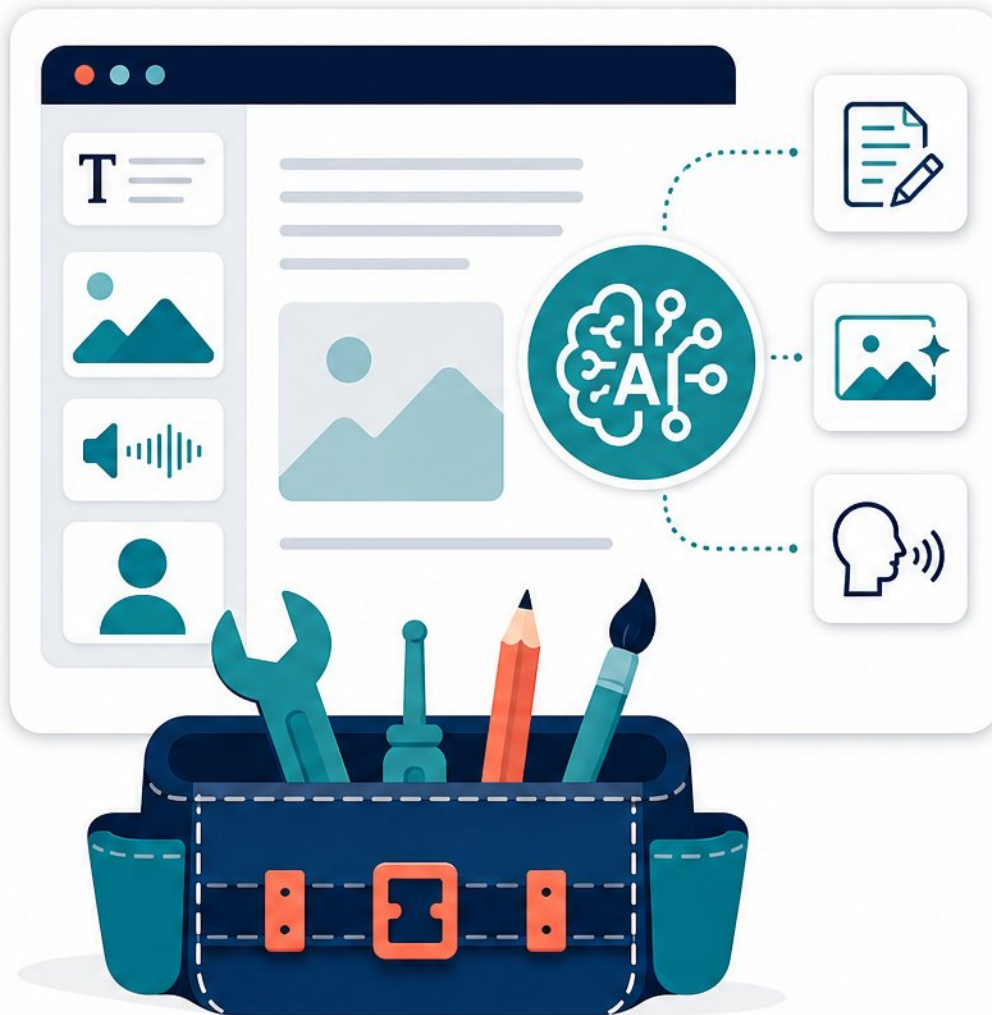
- Designers must reorder and refine for learning flow



- AI drafts structure; humans own coherence and quality



Working with AI in Authoring and Media Tools



- Authoring platforms embed AI for drafts, summaries, and images



- Avatar video, synthetic voice, and image generation are common



- Human review essential for tone and emotional nuance



- Verify licensing, brand voice, and accessibility before publishing

Accessibility and Compliance with AI-Generated Content



- AI accelerates captions, translations, and alt text



- Automated checks miss many real-world barriers



- Manual testing with assistive tech remains essential



- Verify technical terms, compliance language, and usability



- Treat AI output as a strong first pass, not final approval



Evaluating AI Output Quality and Relevance



- Use rubrics and checklists to review AI output



- Watch for fabricated stats, outdated concepts, and generic phrasing



- Verify every claim against an approved source



- Check alignment with learning objectives and instructional value



- Rewrite, regenerate, or reject plausible but wrong content



AI Output Quality Rubric



Use rubrics and checklists to review AI output



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Verify every claim against an approved source



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Rewrite, regenerate, or reject plausible but wrong content



AI DRAFT

Quick and helpful, but may include gaps and errors.



BRIDGE THE GAP

Evaluate critically. Verify, align, and improve before publishing.



FINAL CONTENT

Accurate, relevant, aligned, and instructionally sound.

Selecting the Right AI Tools for Your Context



- Start with one general-purpose assistant for thinking and drafting



- Add specialized tools only when projects need voice, video, images, or simulations



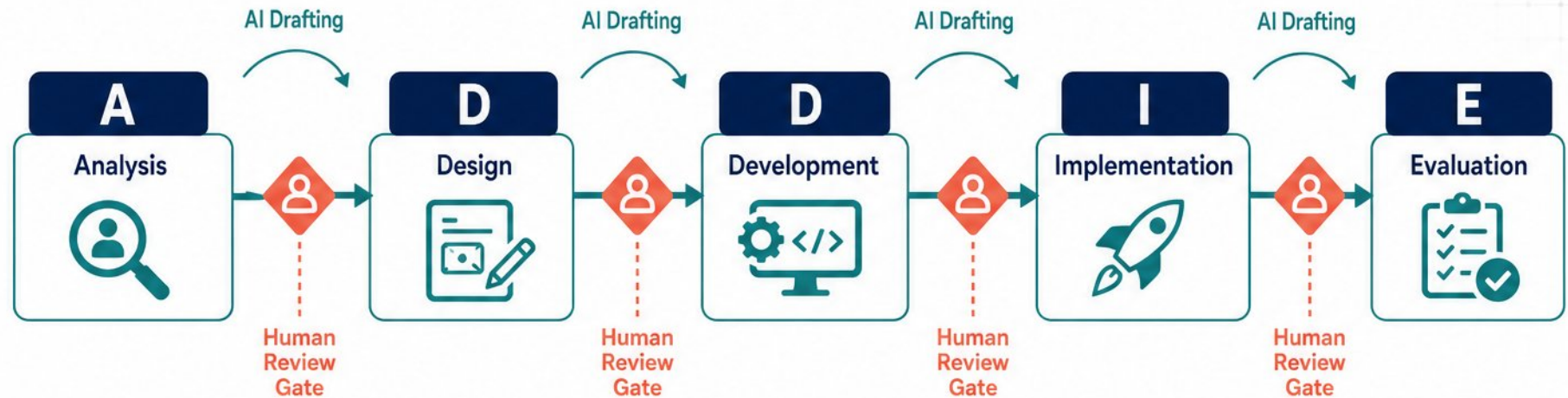
- Compare data privacy, integration, cost, ease of use, SCORM export, and team readiness



- Build a short pilot list and test on real tasks before committing

Evaluate What Matters	 Data Privacy	 Integration	 Cost	 Ease of Use	 SCORM Export	 Team Readiness
 AI Tool Option A						
 AI Tool Option B						
 AI Tool Option C						
 AI Tool Option D						

Building a Practical AI-Enhanced ID Workflow



- Embed AI drafting inside each ADDIE phase



- Insert human review gates before release



- Build prompt libraries and approved tool lists



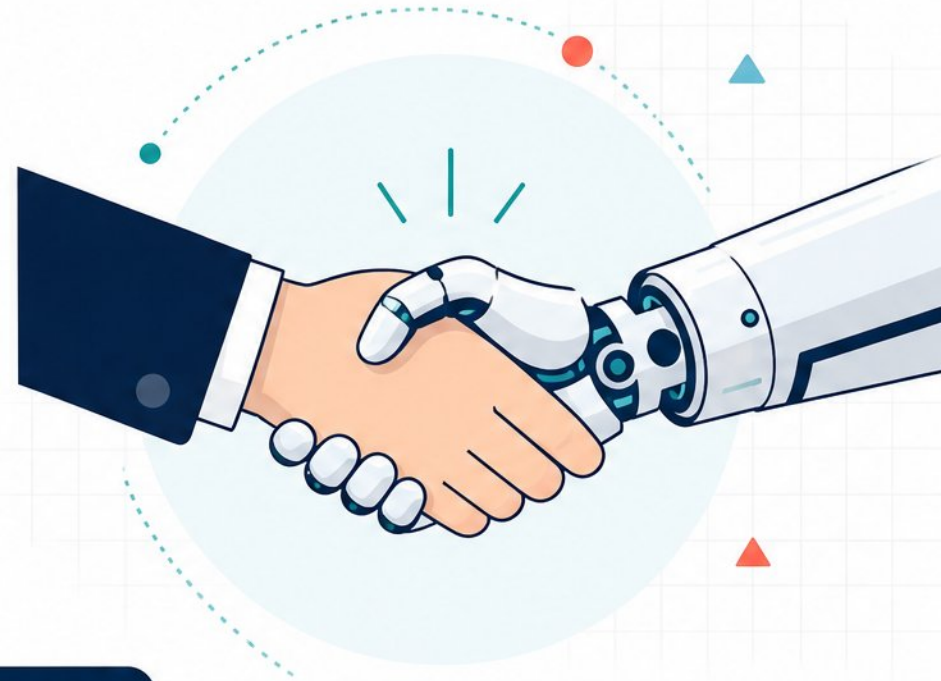
- Start small: one bounded task, one review owner



- Track time, defects, and rework from the full workflow

Your Next Steps: Run a Low-Risk Pilot

- ✓ Pick one recurring task: storyboard drafts, quiz generation, or SME interview synthesis
- ✓ Run it for one month, tracking time saved and defects
- ✓ Measure the full workflow: AI generation, review, corrections, release
- ✓ Compare total effort to your baseline before expanding
- ✓ Change only one variable at a time after a documented win



One-Month Pilot Timeline



PersonWise.

PersonWise • AI digital-human course platform



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

personwise.ai/t/2acef03c/public