



International Board of Standards for Training, Performance and Instruction

What Reviewers Are Saying About *Instructional Design Competencies: The Standards*

There was a point when the title, “Instructional Designer” described a person trained in the processes and procedures of designing valid and measurable instruction. As the need for instructional designers grew, the job description of an Instructional Designer came to represent anyone with any skill set that was involved in creating any type of education or instructional materials. Just as education has experienced the assumption that anyone can teach, instructional design has experienced the assumption that anyone can design instruction.

Instructional Design Competencies - The Standards represents the work of some of the top experts in instructional design education. Educators and business people, like Rita C., Richey at Wayne State, Dennis C. Fields at St. Cloud State University and Marguerite Foxon at Motorola have assembled, and supported with research, a standard for the competencies that must be achieved before someone can claim the status of Instructional Designer. While this book is not intended for nightstand reading, it does demonstrate a careful analysis of the skills necessary to be a successful Instructional Designer. The authors identify in detail every aspect of instructional design knowledge, skills and process that should be mastered before someone can be called an Instructional Designer.

When you go to the doctor, you expect to be served by a trained professional that has met specific criteria in order to practice his or her profession. Similarly, you should expect that a competent professional has designed the education and training you experience. As with the medical profession, failed training can impact your health and well-being. Thanks to the authors and contributors that produced this book, we now have an identified standard. You have provided a great service to the profession of Instructional Design and to the business of education and training.