



SCHOOL BROCHURE

BUILT BY IDOLS FOR IDOLS

THE IDOL COURSES ACADEMY IS AN AUTHORIZED TRADE SCHOOL AND FULL TRAINING PROGRAM BUILT BY INSTRUCTIONAL DESIGNERS & ONLINE LEARNING (IDOL) DEVELOPERS FOR FUTURE IDOLS.

WWW.IDOLCOURSES.COM/ACADEMY

At IDOL Academy, we offer a unique 12-month program in Instructional Design and Online Learning Development. Our hands-on, rigorous approach to learning provides our students with the necessary skills and knowledge to be successful certified professionals in the field.

COMMUNITY OF PRACTICE

- Receive valuable peer feedback on all your designs, projects, and job application assets.
- Get answers to your questions from fellow professionals in the field.
- Network with other designers and discover job opportunities.
- Practice your interview skills through mock interviews with supportive peers and mentors.
- Find accountability buddies to keep you motivated and on track towards your professional goals.
- Keep your information private and remove social media distractions.

EXPERT GUIDANCE & MENTORSHIP

- 1:1 Mentorship with personalized guidance and advice based on their experience in the field.
- Expert feedback from our Academy Coaches to help you improve your skills and reach your goals.
- Support from peers in the community who can provide feedback, answer questions, and offer encouragement.
- Support from the IDOL Team, who are dedicated to ensuring your success and satisfaction with our program.





idolcourses

Academy PROGRAM

COMPLETE CAREER-BUILDING CURRICULUM WITH A JOB READINESS TRACK

- How to craft a resume that stands out to recruiters.
- How to build a portfolio that demonstrates your skills (even if you don't have any instructional design experience).
- How to makeover your LinkedIn profile so that it attracts recruiters.
- Full breakdown of how to design and develop for eLearning so you can achieve career success from Day 1.
- Instructional design models and theories that inform our field and lay a foundation for your practice.
- Interview preparation, simulations, and sample questions.

ALL THE TOOLS YOU NEED FOR A SUCCESSFUL IDOL CAREER

 Lectora®

 CenarioVR®

 genially



 VYOND

INDUSTRY PREFERRED SOFTWARE

- eLearning authoring with Lectora* with the Asset Library (Market Value \$1404 per year)
- VR authoring with CenarioVR* (Market Value \$4788 per year)
- Interactive presentations and guides with a Genially library access (Market Value \$167 per year)
- 2D animation authoring with Vyond library access (Market Value \$1099 per year)
- An all-in-one design tool with your own Canva Pro account (Market Value \$119.99 per year)

*Individual non-commercial license. This means you can build for your portfolio and non-profit work.

**THESE TOOLS ALONE WOULD
COST YOU \$7,577.99 PER YEAR.**

THAT'S NOT ALL. YOUR MEMBERSHIP COMES WITH MORE

- **Practical, Paid, Hands-on Paid Experience Opportunities:** Gain valuable experience by working on real-world projects through IDOL Talent and IDOL courses after graduation.
- **Templates for Everything:** Access hundreds of templates, workbooks, and tools that will help you build courses more quickly.
- **Live and On-Demand Training:** self-paced immersive gamified online learning with live practice sessions from IDOL faculty.
- **Workshops from Guest Experts:** Access insights from leaders in the learning and development industry after graduation.
- **Optional Showcase:** Elevate your instructional design and eLearning portfolio by showcasing your projects to a global audience of hiring managers and industry peers with IDOL AcademySM.
- **Virtual Study Hall for Accountability and Meet-ups:** Stay on track with your coursework, practice mock interviews, and connect with other students in our virtual study hall.





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Academy ENROLLMENT

PRE- ENROLLMENT

\$2997

Save \$500
early access

ENROLLMENT

\$3497

Opens September 11,
2023

GROUP DISCOUNT

Special pricing for you
organization.

Contact
info@idolcourses.com
for a custom quote.

ENROLLMENT INCLUDES:

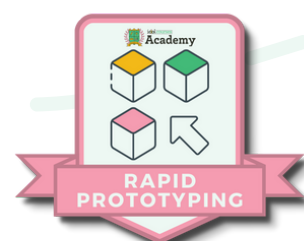
- 12-month career readiness program
- 6-month lock step immersive and gamified online training
- 8 Levels of Credentials and milestone assessments
- Graduate as a Certified Professional in Training and Performance (CPTP)
- 5 Badges in tech and tools
- Industry Preferred Software
- 1:1 Mentorship
- Job Readiness Track and Career Coaching
- Members-only Community Platform
- Instructional Design training and resources
- Tutorials for different tools
- A library of resources that continues to grow
- Access to IDOL courses® processes, design tools and templates
- Private Community Network + Accountability
- Access to Academy Coaches for tailored feedback on your projects
- Live and Recorded Workshops from outside experts.
- Opportunities to get PAID instructional design experience through IDOL Talent
- **Bonus: Storyline for IDOLs™** (\$297 value)
- **Bonus: IDOL Movie Magic** (\$297 value)
- **Bonus: Camtasia for IDOLs** (\$297 value)
- **Bonus: IDOL Canva** (\$297 value)
- **Bonus: Genially for IDOLs** (\$297 value)
- **Bonus: IDOL Business Box** (\$97 value)

*Pricing and bonuses subject to change without prior notice.

The IDOL Academy program helps you develop your skills and instructional design job application assets through 8 levels of milestone credentials.

IDOL courses partners with Credly to provide digital credentials on the Acclaim platform, which empowers individuals to capture opportunities and enables organizations to measure impact.

While completing the 24-week program, you will demonstrate the skills and earn each credential until you graduate with the Certified Professional in Training and Performance (CPTP).





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Academy AUTHORIZATION

IDOL courses Academy is authorized by the Georgia Nonpublic Postsecondary Education Commission as vocational trade school. We are the only authorized vocational school for the instructional design and eLearning industry. Our industry-leading program combines virtual classes and online learning with national and state regulatory requirements.

In the IDOL courses Academy, you'll get a hands-on approach to learning. You'll learn the practical skills and knowledge that employers are looking for right out of the gate. That means our graduates possess real-world experience working with relevant tools and technologies, an understanding of industry-standard processes and practices, and career training that contributes directly to the instructional design and online learning (IDOL) career field.

Georgia Nonpublic Postsecondary Education Commission

Certificate of Authorization

IDOL courses

5900 Spout Springs Rd. Unit #3-C214
Flowery Branch, GA 30542

Meets the requirements set forth by the Nonpublic Postsecondary Educational Institution Act of 1990 of O.C.G.A. § 20-3-250. Programs approved as part of this Authorization are listed on the Georgia Nonpublic Postsecondary Education Commission website, www.gnpec.georgia.gov, in the Directory of Institutions.

Authorization Date: 08/23/2022

Expiration Date: 08/22/2023



Kirk Shook
Executive Director



IDOL courses programs have been pre-approved by the ATD Certification Institute for continuing education credits towards professional development hours for initial eligibility and recertification of the Certified Professional in Talent Development (CPTD) and Associate Professional in Talent Development (APTD) credentials. This program has been approved for a maximum of 40 points.



Our program is built by IDOLs for IDOLs. Academy members are trained by some of the best and the brightest in the Instructional Design Online Learning industry. We've also brought in experts in graphic design, authoring tools, and video animation design.



DR. ROBIN SARGENT



DR. NICOLE PAPAIOANNOU LUGARA



RICHARD GORING



RICHARD FLEMING



LUKE WESTWOOD



MATTHEW DANIEL



STEPHANIE DAVIS



NOEL SAABYE



VANESSA ALZATE



JOSH RISSER



JOHN CHEN



LINNEA SJOGREN



JAY LASH



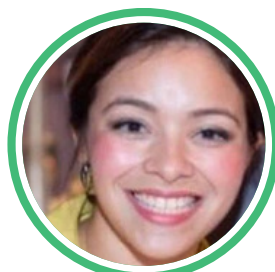
TABATHA DRAGONBERRY



MOLLY PARSONS



KIMBERLY FIELDS



WHITNEY SALAS



MIA VARNADOE



TANDY VAUGHN



ASHANTI HENDERSON



AMANDA MCCROSKEY



JEAN MARRAPODI



MOHSIN MEMON



KATE UDALOVA



RYAN LAVERTY



FRANKLIN PURNELL



JEFFREY RILEY



DR. LUKE HOBSON



VICTORIA KNIGHT



JONATHAN PETERS



RUED RIIS



ANDRE PLAUT



NIYA JAY



TRACEY STOKELY



VINCENT THOMPSON



MANDY BROWN



MOLLY PERRY



RUSSELL SWEEP



LAINE ISTVAN



RONALD NAKAMOTO



RANCE GREENE



EMILY CROOKSTONE



CLAUDIA RUIZ



SARA TORPEY



CHANTEL DEAN



MAGGIE RIGNEY



PAUL KREITER



STAR PETERSON



MAJEEED MOGHARREBAN



WILLIAM MINTON



PRECIOUS WILLIAMS



ANDERS GRONSTEDT



VALARY OLEINIK



PAUL DARVASI



ZSOLT OLAH



DR. DAWN DIPERI



KRISTI OLIVA



EMILY WRAY



MELISSA DINWIDDIE



JENNIFER MACK-WATKINS



GRETCHEN JOHANSON



MARIANA HARRISBERGER



MATT SUSTAITA



NICOLE LARSON



HADIYA NURIDDIN



MEGAN TORRANCE



SAMUEL APATA



ROBERT KENNEDY III



CHANTA RAND



KIM TUOHY



LAUREN WALDMAN



MONICA GARCIA



ANTONETTA ROYBAL-ARIAS



KIMBERLY GOH



KRISTEN TORRENCE



JOHN-MARTIN REYNOLDS



CHRISTIE CATTEEUW



EVAN COMBS



THERESA FRANCOMACARO



JESSICA VANDYKE



LINDSEY SIMPKINS



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Academy MENTORS & COACHES



IDOL Mentors are Academy Members that have reached their IDOL goals and are now available to give back to the New Academy members with mentorship. Your mentor will become your biggest supporter and your immediate contact.

Academy Mentors will lead accountability groups that will help you stay on track. They will each host weekly office hours to answer questions and help you if you ever get stuck with anything along the way. There is a mentor available every day of the week.

IDOL Coaches are Academy Members that started off as Mentors. They reached their IDOL goals and they give back to New Academy members by giving tailored expert feedback on every asset they submit.

Our Academy Coaches also host workshops to add additional training and value for both new and alumni members. Academy Coaches give the feedback you need to accelerate your progress towards your IDOL goals!





24 WEEK COURSE SCHEDULE



Week 1: Welcome & Getting Started

- Complete Orientation to IDOL

Week 2: Corporate Instructional Design Lessons 1-2

- Learn about the corporate ID marketplace, set your own career goals in ID, and identify and practice the professional skills you'll need on the job

Week 3: Corporate Instructional Design Lesson 3

- Build your portfolio website and learn about our professional community etiquette.

Week 4: Corporate Instructional Design Lesson 4

- Get to know mentors, practice elements of corporate communication

Week 5: Project Management

- Overview of project planning, project management tools, and strategies

Week 6: Instructional Design Foundation

- Design Thinking, Merrill's First Principles of Instruction, Pebble-in-the-pond, ADDIE, SAM, Action Mapping, LLAMA/Agile, Andragogy. Cognitive Load Theory, Evidence-Based Learning Strategies, Gagne's Nine Events of Instruction

Week 7: Analysis

- Begin the ADDIE process, needs analysis, discovery call

Week 8: Analysis

- Review the findings of your needs analysis to determine the root cause of your client's problem, determine whether training is needed, and make a training recommendation.

Week 9: Analysis

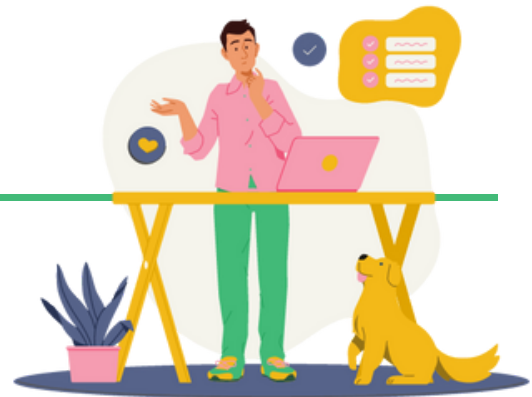
- Conduct your first SME meeting and complete a task analysis for your full course solution.

Week 10: Design

- Using the Design workbook as a guide, you will formalize the end goal for your course, finalize task analysis, and create the final problem scenario for your course design.

Week 11: Design

- Create a progression of problem scenarios, and order them from simple to most complex



24 WEEK COURSE SCHEDULE

Week 12: Design

- Add a structural framework to your course design, make revisions if needed and ensure learning enhancement strategies, and draft a script for your course.

Week 13: Design

- Include design evaluation instruments in the course document, get feedback from the project team, make revisions, and submit their design workbook to coaches.

Week 14: Design

- Create a detailed course blueprint, including an Instruction Design Document.

Week 15: Design

- Prepare for development by creating a storyboard for an eLearning version of the course.

Week 16: Development Part 1

- Overview of eLearning tool types and purposes, gain access to Tool Suite, and complete a bonus course.

Week 17: Development Part 2

- Focus on visual design and create a job aid for their volunteer client

Week 18: Development Part 3

- Record and edit voiceover for your course

Week 19: Development Part 4

- Build a course prototype in Lectora with at least ten slides.

Week 20: Development Part 5

- Create Instructor Led Training materials for a portion of your course

Week 21: Implementation

- Continue software training and course development

Week 22: Evaluation

- Evaluate a course, read course reports and analytics from the LMS

Week 23: Work Week

- Complete any missed lessons or assignments, full course development submitted to coaches

Week 24: Prepare for Graduation

- Assemble and finalize your portfolio website, submit it to coaches for review



JOB READINESS TRACK

Resume

- Resume lesson, live resume lesson, create/revise resume, submit to coaches for feedback

LinkedIn

- LinkedIn, networking, live LinkedIn lesson, update profile, continue networking

Applications

- Application lesson, live application lesson, apply for roles and track applications

Interviews

- Interview lesson, live mock interview lesson, crafting your elevator pitch, create answers to interview questions

STORYLINE FOR IDOLS

ESTIMATED TIME: 1.5 HOURS



Orientation to Storyline for IDOLS

- 10 modules
- 26 micro training videos
- Practice story file project

Parts of Storyline

- Intro to Storyline
- Storyline Ribbon
- Storyline Workspace

Create Your First eLearning Project

- Set up
- Parts of a course
- Utilizing Project Shortcuts

Buttons & Hotspots

- Default Buttons
- Custom Buttons
- Hotspots & Markers

Layers & Lightboxes

- Add & Edit Layers
- Lightboxes

Drag & Drop

- Quiz
- Custom Interaction
- Slides, Dials & Scrolling Panels

User Input

- Check Boxes
- Data Entry

Media, Animations & Transitions

- Importing & Inserting Media
- Record & Edit Audio
- Record & Edit Video
- Animations & Transitions

Quizzes

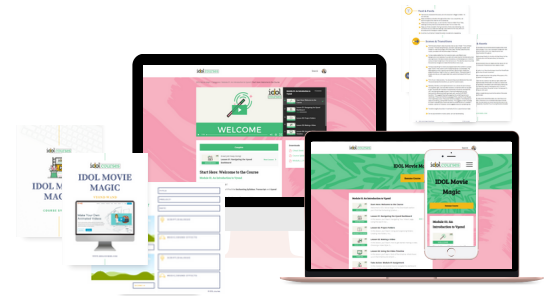
- Form Based
- Freeform
- Question Banks & Result Slides

Publish Your Project

- Customize the Player
- Publish Your Course

STORYLINE SKILLED BADGE





IDOL MOVIE MAGIC

ESTIMATED TIME: 2 HOURS



An Introduction to Vyond

- 8 modules
- 38 micro training videos
- Navigating the Vyond Dashboard
- Project Folders
- Creating a Video
- Using the Stage & Timeline

Scenes & Templates

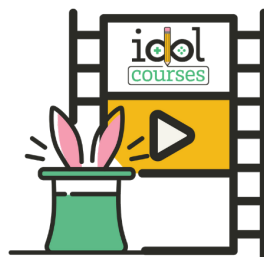
- How to Create a Scene
- Choosing a Scene Template
- Changing Scene & Backgrounds
- Scene Transition & Timing
- Camera & Movement
- Scene Spacing & Duration

Characters

- Choosing a character
- Adding, Replacing or Deleting
- Arrangement
- Actions
- Expression & Face Direction
- Interactions & Motion Paths
- Entrance & Exit Effects

Buttons & Hotspots

- Default Buttons
- Custom Buttons
- Hotspots & Markers



Assets

- Adding or Replacing Props
- Editing Props
- Arranging Assets
- Sharing Assets
- Adding & Editing Charts
- Motion Paths
- Transitions
- Adding & Editing Text

Music & Sound Effects

- Choosing Music & Sound Effects
- Editing & Syncing
- Settings

Voice-Over

- Import & Editing
- Character Dialog
- Syncing Voice-Over

Branding

- Logos, Fonts, Colors & Music
- Character Branding
- Scenes
- Storyboarding a video

Sharing & Exporting

- Previewing & Sharing
- Exporting
- Managing Your Library

IDOL MOVIE MAGIC BADGE

CAMTASIA FOR IDOLS

ESTIMATED TIME: 2 HOURS



Course Introduction

- 8 Modules
- 24 microlearning videos
- About the Authors
- Course Overview
- Project Folders
- Creating a Video
- Using the Stage & Timeline

Visual Design

- Visual Design for Video

Video Editing Workflow

- Video Editing Workflow
- Setting Up the Project

Camtasia Controls

- Starting a New Project
- Tools & Media Bin
- Timeline
- Canvas & Preview
- Properties Panel
- String Out

Basic Editing

- Track Features
- Trimming
- Moving Assets
- Camtasia Libraries
- Rough Cut
- Project Folders
- Creating a Video
- Using the Stage & Timeline

Publishing Your Project

- Publishing

Audio & Visual Effects

- Intros & Lower Thirds
- Animations
- Behaviors
- Transitions
- Create Your Own Outro
- Music & Audio Effects
- Fine Cut
- Setting Up the Project

Finalize Your Creation

CAMTASIA SKILLED BADGE





IDOL CANVA

ESTIMATED TIME: 1.75 HOURS



Course Introduction

- 9 Modules
- 40 microlearning videos
- Template Membership

Design with Canva

- Canva Editor
- Top Toolbar
- Using Canva Templates
- Uploading Assets
- Photos, Video & Audio
- Canva Elements
- Working Text
- Styles & Branding
- Adding a background
- Folders
- Charts & Graphs

File Saving

- Downloading Designs
- Sharing Designs with Other People
- Sharing Design with Other Platforms
- Canva Website
- Saving Designs as a Template

Graphic Design

- Infographics
- Job Aids
- Quick Reference Guide
- Syllabus

Instructor Led Training

- ILT Workbook
- Worksheet
- Facilitator/Participant Guide
- Fillable PDF

Presentations

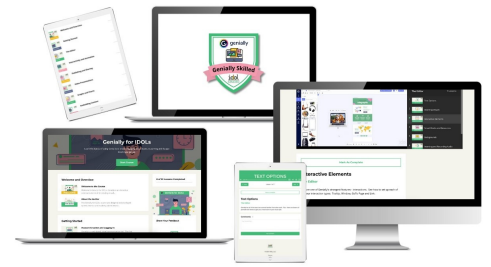
- Creating Presentations
- Presenting from Canva
- Canva Lice
- Narration
- Playlist
- Mobile First

eLearning

- Articulate Storyline
- Create Icon Families for Storyline
- Articulate Rise
- Vyond
- TechSmith Camtasia

#CANVALOVE

CANVA SKILLED BADGE



Genially For IDOLs

Estimated time: 2 hours



Getting Started

- Account Creation
- Dashboard
- Inspiration
- Creation Panel
- Adding Pages
- Canvas, Navigation & Transitions

The Editor

- Text options
- Inserting Visuals
- Interactive Elements
- Smart Blocks & Resources
- Backgrounds
- Inserting & Recording Audio
- Inserting Video

Interactivity & Animation

- Tooltips & Windows
- GOTO Pages & External Links
- Animations
- Using Layers

Publishing & Sharing

Video Presentations

- Creation
- Characteristics
- Video Tips & Tricks
- Sharing Options

Graphs & Charts

- Types of Graphs
- Graph Data
- Smart Blocks

Embedding Content

- Google Drive
- YouTube & Vimeo
- PDF
- MailTO & CallTO
- Google Forms

Simulating Conversation

- Creating a Dialog
- Dialog Tips

Branding & Productivity

- Personalize Your Brand
- Folders
- Recovering Deleted Projects
- Iterations & Project Updates
- Designer Mode

Quizzes & Challenges

Escape Room Games

External Integrations

GENIALLY SKILLED BADGE

14 Modules

IDOL BUSINESS BOX

ESTIMATED TIME: 1 HOUR

Business Box Development

- Resume
- Cover Letter
- Interview Questions
- Visual Brand Identity

Contracts & Agreements Box

- Templates

Project Management Box

- Trello Board Templates
- Project Management
- Process Tools

Financial Management Box

- Price Calculator
- Rate Card
- Expense Sheet
- Course Estimates & Value

Customer Relationship Management Box

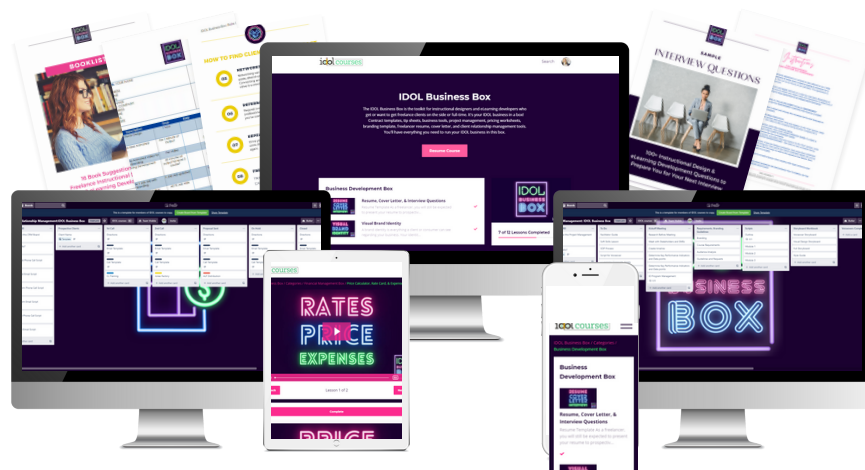
- Customer Service
- Acquisition

Resource Box

- Books
- Tools
- Tech

Coupon Box

- Coupons
- Extra Resources for Freelancers
- Extra Resources





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Academy

CONTACT US



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[facebook.com/IDOLcourses](https://www.facebook.com/IDOLcourses)