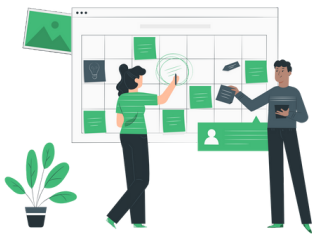# idol courses Academy

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

idol courses Academy
SCHEDULE

The IDOL courses Academy is the only authorized trade school of its kind that shows you exactly how to create your job application assets and build a portfolio from scratch, but also includes credentials, mentorship, and paid experience opportunities in instructional design and online learning.

JANUARY 23, 2023
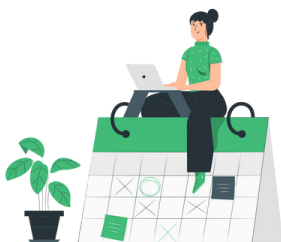**Enrollment Dates**
1/9/2023 - 1/20/2023

APRIL 3, 2023
Enrollment Dates
3/20/2023 - 3/31/2023

JUNE 19, 2023
Enrollment Dates
6/5/2023 - 6/16/2023

SEPTEMBER 25, 2023
Enrollment Dates
9/11/2023 - 9/22/2023

www.idolcourses.com/academy

idol courses

Academy
INVESTMENT

$1,997
Best Value!

- 5 Levels of Credentials
- All current and future modules and updates
- Course Templates and Assets
- Paid Experience Opportunities
- Weekly Group Coaching Sessions
- Private Community Network + Accountability
- Access to Academy Coaches for tailored feedback on your projects
- IDOL Mentors with open office hours to help you get unstuck quickly
- **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)

$350/MONTH
6 Payments
Payment Plan

Everything that is included in the Standard IDOL courses Academy plan paid over an 6 month period.

$5,496 VALUE!!

$2,997
Full Payment
1 on 1 Mentorship

- Everything that is included in the Standard IDOL courses Academy plan ($1997 program cost)
- **6 one-hour 1-on-1 calls** with an IDOL Mentor to expedite your results. ($1,005 value)
- All the **BONUS** courses added to your library

Pricing and bonuses subject to change before enrollment opens without prior notice.

Academy
CREDENTIALS

Credly

AUTHORIZED TRADE SCHOOL
Academy
LEARNING DESIGNER
INSTRUCTIONAL DESIGN & ONLINE LEARNING
Comprehensive Credential

eLearning Developer
D O L
Level 1

Instructional Designer
O L
Level 2

IDOL Consultant
L
Level 3

Master IDOL
Level 4

The IDOL courses Academy program helps you develop your skills and instructional design job application assets through five levels of 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.

IDOL courses Academy uses the power of Acclaim for your benefit. It provides you with widely recognized digital credentials to represent the skills you demonstrate in our program.

idol courses

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

EMMA PAWSON

Academy
FACULTY

JOSH RISSER

JOHN CHEN

LINNEA SJOGREN

JAY LASH

TABATHA DRAGONBERRY

MOLLY PARSONS

KIMBERLY FIELDS
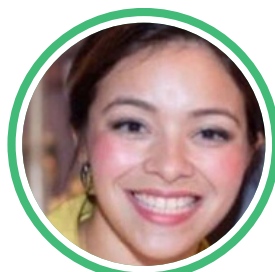
WHITNEY SALAS

MIA VARNADOE

TANDY VAUGHN

ASHANTI HENDERSON

AMANDA MCCROSKEY

Academy
FACULTY

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

EMIILY CROOKSTONE

CLAUDIA RUIZ

SARA TORPEY

CHANTEL DEAN

MAGGIE RIGNEY

PAUL KREITER

STAR PETERSON

MAJEED MOGHARREBAN

WILLIAM MINTON

PRECIOUS WILLIAMS

ANDERS GRONSTEDT

VALARY OLEINIK

PAUL DARVASI

ZSOLT OLAH

**DR. DAWN DIPERI**

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, except for Sundays.

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!
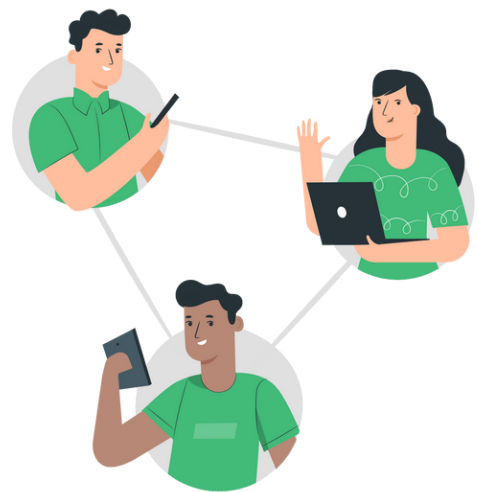
#DOITMESSY JUMPSTART

Get Started
- Goal Setting and Vision Board
- Coaching Workshops and Mentoring Hours
- Project Management Basics

Jumpstart
- **Step 1**: Get a Website
- **Step 2**: Set up Website Pages
- **Step 3**: Colors and Branding
- **Step 4**: Pick a Topic
- **Step 5**: Write an Outline
- **Step 6**: Job Aids
- **Step 7**: Create a Rise Course
- **Step 8**: Storyboard
- **Step 9**: Create a Presentation
- **Step 10**: Course Script
- **Step 11**: Update Resume
- **Step 12**: Update LinkedIn
- **Step 13**: Interview Prep
- **Step 14**: Apply for Jobs

PORTFOLIO MODULE

Build your Website
- Sample Portfolios
- Website Options
- Portfolio Structure
- Personal Branding

Adding Content
- Writing Case Studies
- Uploading Content
- Uploading eLearning Courses

Tutorials
- Google Sites Tutorial
- WordPress Tutorial
- WordPress IDOL Template Editing Tutorial

ELEARNING DEVELOPER MODULE

ESTIMATED TIME: 18 HOURS

eLearning Design Overview
- Course Topics
- Tools Overview
- Get Away with Cheating Workshop with Linnea Sjogren

Graphic Design
- Canva
- Graphic Design Principles with Stephanie Davis
- Brand Basics Workshop with Kimberly Fields
- Custom Characters with Vyond
- Infographics & Job Aids Workshop with Tandi Vaugn

Scripting & Storyboarding
- Scripting Learning Content with Nicole Papaioannou
- Storyboard Workshop with Whitney Salas
- Storyboard Make and Take Workshop with Gretchen Johanson

Voice-Over
- Audacity
- Voice-over Workshop with Josh Risser

Video Animation
- Animation Workshop with Noel Saabye
- Video Workshop with Tabatha Dragonberry
- Screen Capture Videos

eLearning Authoring Tools:
- Articulate Storyline
- Articulate Rise
- Adobe Captivate

eLearning Course Creation:
- How to Design a Course
- Process and Storyboard
- Interaction Design
- eLearning Samples

ELEARNING DEVELOPER BADGE

INSTRUCTIONAL DESIGNER MODULE

ESTIMATED TIME: 18 HOURS

Orientation to IDOL
- ADDIE
- Instructional Design Process Overview

Learning Theories
- Working Memory
- Cognitive Load Theory
- Self-Determination Theory
- Constructivism Overview
- Piaget's Learning Theory
- Andragogy

Instructional Design Models
- ADDIE
- SAM
- Action Mapping
- Gagne's 9 Events of Instruction
- Dick and Carey
- Bloom's Taxonomy
- Kirkpatrick Model for Evaluation
- Backward Course Design Model
- Microlearning Explained
- Explicit Model Mapped Out

Instructional Design Documents
- Course Outlines and IDDs

Needs and Learner Analysis
- Assessment Approaches Overview
- Kick-Off Meeting Workshop with Emma Pawson
- Surveys and Interview Questions

Instructor-led Training
- Delivery Methods
- Course and Lesson Design
- Quality and Consistency
- Virtual Instructor-led Training Workshop with Molly Parson

Learner Experience
- LXD with Matthew Daniel
- Universal Design with Kimberly Fields
- Gamified Learning with Tabatha Dragonberry
- Storytelling with Richard Fleming

Assessment
- Measurable Assessment with Cara North

INSTRUCTIONAL DESIGNER BADGE

IDOL CONSULTANT MODULE

ESTIMATED TIME: 7 HOURS

Everything Job Application
- LinkedIn Profile
- Resume Writing
- Cover Letter
- Networking Workshop with Molly Parsons
- Profile Branding in LinkedIn
- Resume Templates
- Job Hunt

Job Interviews
- Answering Interview Questions
- Job Offer
- IDOL in Large Corporate Setting Workshop with Luke Westwood
- After the Interview
- Interview Sample Task

Corporate Instructional Design
- Working with Subject Matter Experts (SMEs)

Project Management and Productivity
- Intro to Project Management with Colleen Kelly
- Project Management for Learning and Development
- Project Costs and Adding Value

INSTRUCTIONAL CONSULTANT BADGE

BONUS Content
- Diary of a New IDOL
- Paid Experience Opportunities

MASTER IDOL MODULE

ESTIMATED TIME: 1 HOUR

Join the IDOL Mug Club
IDOL Master Badge Assignment
- Formal Project
- Case Study

ADDITIONAL RESOURCES

Templates
- Graphic Design
- Booklet
- Job Application
- Portfolio Mock Up
- Style Guide
- Case Study
- Facilitator Guide
- Trello Boards for Productivity

Content Creation
- Recruiter Training Content
- Membership Site Content
- eLearning Lesson Script
- SME Call Recording

Useful Websites
- Graphic Design Sources
- Sound and Music Sources
- Technology Overview

FREEBIE-Do It Messy Approach by Dr. Robin Sargent ecopy

EXCLUSIVE DISCOUNT-What I Wish I Knew Before Becoming an Instructional Designer by Dr. Luke Hobson

MEMBER PERKS & DISCOUNTS

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
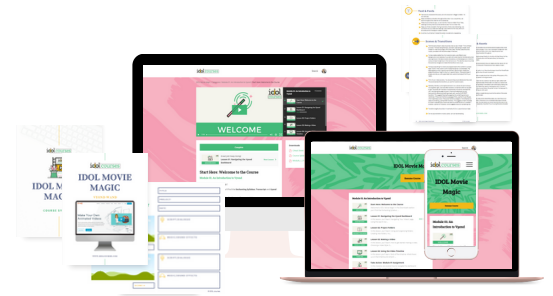- Record & Edit Video
- Animations & Transitions

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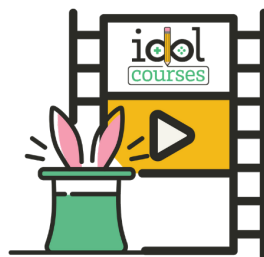
Assets
- Adding or Replacing Props
- Editing Props
- Arranging Assets
- Sharing Assets
- Adding & Editing Charts
- Motion Paths
- Transitions
- Adding & Editing Text

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
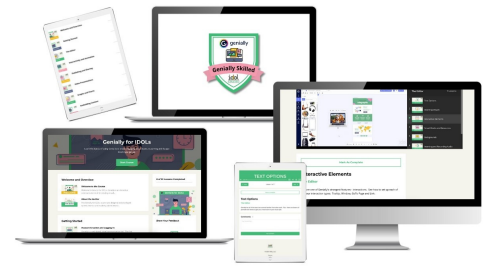- Fillable PDF

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

CANVA SKILLED BADGE

#CANVALOVE

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
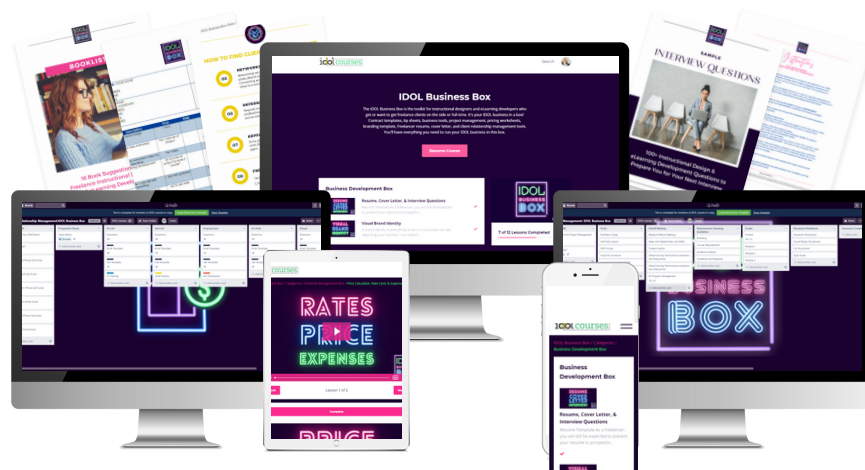
Customer Relationship Management Box
- Customer Service
- Acquisition

Resource Box
- Books
- Tools
- Tech

Coupon Box
- Coupons
- Extra Resources for Freelancers
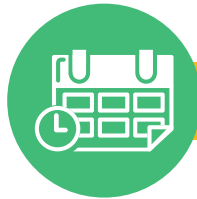- Extra Resources

CONTACT US

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