Instructional Designer Competencies
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Model Component	ID Competency	Rationale *An ID is a…*
Mouth (key), Ears (headset)	1.1. Enhance **communication skills** (e.g., writing, oral, visual/graphic design)	**Communicator** As an ID, I should be able to communicate effectively both visually and verbally and be a good listener. I must exhibit these skills to get the message effectively across projects and understand how to communicate difficult topics using visual materials. I need to know the right questions to ask to acquire the best information for the instruction. It's the key in creating and distributing content.
Head (treasure chest)	2.6 Describe types/ **level of knowledge and skills** to be learned (e.g., learning analysis)	**Analyst** As an ID, I must be able to understand how people learn individually so I can effectively design the instruction. I need to figure out how students learn best and what will help retain information. It is like looking into a learner's mind that is filled of things to be analyzed.
Eyes (compass)	2.8 Create **needs assessment report** on performance gap based on analysis data	**Explorer** As an ID, it is important to gather sufficient data to understand the situation warranting instructional solutions that will lead to the right direction. This requires the successful identification of the learners' general characteristics to provide clear directions and keep the instruction direct and concise.
Upper body (chalkboard)	3.4 Create **design plan** (goals/obj/ assess/ strategies), evaluation and mgt plan using gap analysis and learning/design /graphic theory outlining instructional solution	**Designer** As an ID, I need to be able to find new and exciting ways to present information to the audience. It involves making sure the congruence in learning content and coming up with innovative ways to keep the audience hooked from start to finish. Presenting information in an interesting way requires a level of artistry and multimedia knowledge.
Hand (quill pen)	3.9 **Pilot test**, critique, and/or finalize learning instructional, assessment, evaluation, and implementation plans, activities, and materials	**Project Manager** As an ID, I should be able to work with multiple stakeholders all wanting to achieve the same goal. Therefore, being flexible when there will be appropriate adjustments is needed. I can bend with the wind when needed, but not break like a feather.
Lower body (hourglass)	4.3 Collect, analyze, summarize, and report **implementation and evaluation** data	**Evaluator** As an ID, I must be able to think about content in non-linear ways, in small chunks that eventually fit together into one solid course. It's akin to traveling back in time to the mind of each learner when reporting data. I must set time limit or handle deadlines well working on collecting data because managing time is an important skill.
Hand (heart balloon)	5.2 Manage **collaborative relationships**	**Relationship Builder** As an ID, I must have an incredible level of comfort when it comes to being around people, especially when it comes to speaking one-on-one with Subject Matter Experts and stakeholders. I should build consensus that will make each role lighter like a balloon.