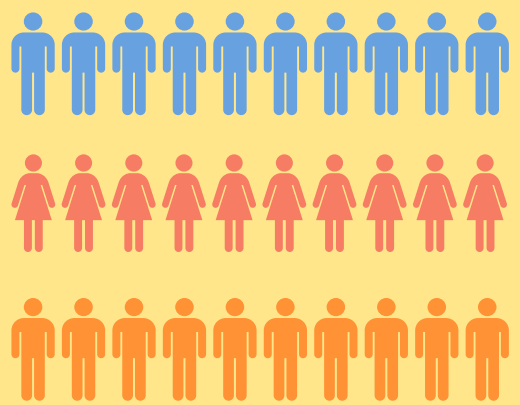


CURRICULUM AND INSTRUCTIONAL DESIGN

WHAT IS CURRICULUM DESIGN?

Curriculum and instructional design involves developing and evaluating curricular, instructional, and training materials. This happens in a variety of settings and across industries. Curriculum design focuses on the creation of the overall course blueprint and mapping content to learning objectives, along with developing assessment strategies, exercises, content, subject matter analysis, and interactive activities.



SCHOOLS

In school settings, the role of curriculum or instruction designers is well-defined and most states require teaching or education administrator certificate or licensure. Most Instructional Coordinators have a master's degree. In this setting, curriculum designers develop curricula for new courses, supervise class content and implement curriculum changes. These professionals often provide teacher training, based in part on observing teachers in the classroom. Online curricula and computer-based learning tools are becoming increasingly common at all levels of education, and curriculum designers need to have a decent level of comfort understanding basic web design concepts.



NON-PROFITS

Non-Profits rely on curriculum in a variety of ways, and an organization's mission and purpose can make a big difference in the type of work a curriculum designer might perform. Organizations that work directly with youth and people, might use a curriculum to effectively teach or deliver services. Curriculums might also be used to deliver trainings to service providers, fundraisers or management.

CORPORATE SETTINGS



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Most curriculum and instructional design jobs are not entry level, and require 2-5 years of experience and/or an advanced degree. If this kind of role interests you, first talk to curriculum and instructional designers who work in a variety of settings to learn more about these kinds of jobs and get advice. Use the Herd, and LinkedIn to find alumni and professionals in the field. Before pursuing a graduate program, consider working in your desired industry in an entry level role to gain experience with the subject you might later teach or train.