

# COURSE DESIGN CHECKLIST

## FOR FREELANCERS



You may do all or just some of these things and in an order that works for you. Some things may be completed sequentially and others may overlap. If you have any questions about this guide, please visit my [FB group](#) for help. And, for more FREE resources, check out [ShawntayMichelle.com](http://ShawntayMichelle.com).

### Step 1. Collect Information and lot's of it!

- Host a Scoping Meeting with your client and Subject Matter Experts to complete the [Training Analysis](#) Template
- Conduct Subject Matter Expert Interviews (if there are SMEs)
- Review supplemental and existing resources or trainings
- Ask more clarifying questions

### Step 2. Organize the Information You Collected!

- Organize the information collected in the Training Analysis and create your outline or your storyboard
- Draft assessment questions, if there is an end of course assessment
- Draft supplemental resources, such as participant handouts and guides
- Complete Q/A
- Send the outline/storyboard with suggested images as well as drafts of supplements to client for review
- Make edits requested by client

### Step 3. Build the Course and Supplemental Resources!

- Complete script
- Check content to ensure it clearly teaches the learning objectives
- Check content to ensure it clearly covers the assessment questions
- Record audio/video
- Edit video/audio/image files
- Purchase/obtain graphics
- Compile all assets (i.e. images, content, video/audio) to build the training in preferred tool (i.e. PPT, Captivate, Storyline, and etc)
- Complete supplemental resources
- Complete Q/A
- Send to client for review
- Make edits requested by client
- Once client gives final approval, pass off all client files



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