

IDM

INSTRUCTIONAL DESIGN MODELS

ADDIE v SAM

MITCHSCHNEIDER



The alternative to good design is always bad design. There is no such thing as no design.

Adam Judge





INSTRUCTIONAL DESIGN MODELS (IDM)

ADDIE v SAM COMPARISON



STRUCTURE

Turn abstract learning theory into structure / guidelines for real world application.



ART

Not only a process (science) but also style and an end product. It requires creativity and art to create a solution



COLLABORATION

Based on structure and flow, it allows for the most effective collaboration for that design model.

- Instructional Design Models (IDM)
- Instructional design models help instructional designers to make sense of abstract learning theory and enable real world application.
- Models provide guidelines or frameworks to organize and structure the process of creating instructional activities.
- These models can be used to guide your approach to the art or science (your choice) of instructional design.
- Driscoll & Carliner (2005) states that “ design is more than a process; that process, and resulting product, represent a framework of thinking” (p. 9)



INSTRUCTIONAL DESIGN MODELS (IDM)

ADDIE v SAM COMPARISON



Waterfall

Linear
Simple
ADDIE



Hybrid

Linear / Iterative
Semi-Complex
Incremental Build



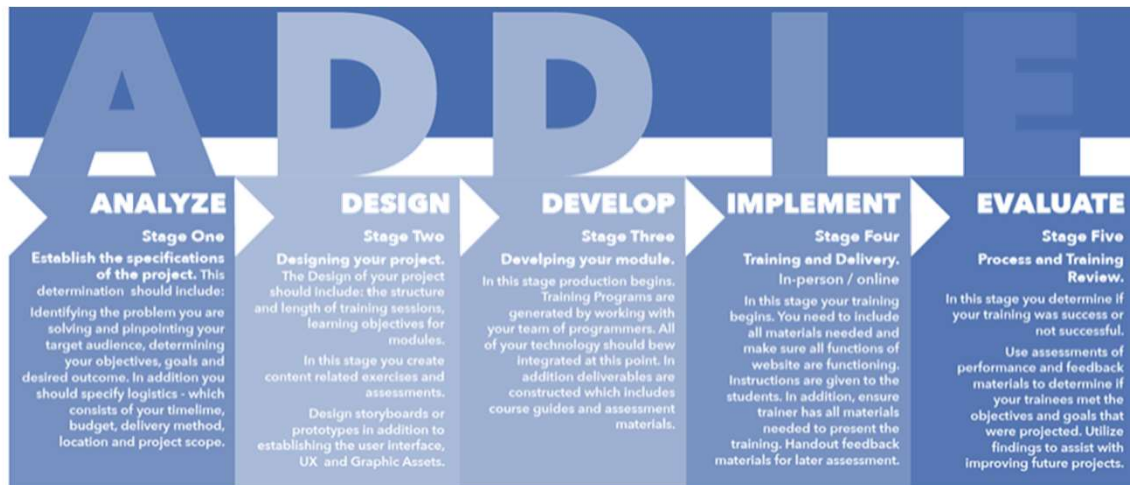
Agile

Iterative
Complex
SAM



ADDIE

ADDIE v SAM COMPARISON

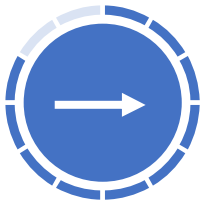


- ADDIE is an acronym whose letters stand for the five phases in its approach to design.
- **ADDIE** methodology (analyze, design, development, implement, evaluate)
- It was developed by Florida State University for the U.S. Army as a repeatable and standard set of tasks to create training. At the time of its creation, similar methodologies emerged in other areas.
- These methodologies are called **Top Down** and later **Waterfall**. The ADDIE methodology was built on a linear model, meaning that one phase should be finished and perfected before moving on to the next.
- incorporates a succession of iterative stages. Each phase offers an opportunity for self-correction (read perfection) before moving to the next phase. The team carefully considers, debates and implements each step in the ADDIE process, and managers often sign off one step at a time. It's like writing and editing the first draft of a book, one chapter at a time, repeatedly, before you move on to writing the next chapter if you ever do.



ADDIE

ADDIE v SAM COMPARISON



Linear

It is a logical, linear, stage by stage process. Each stage needs to be completed and accepted before moving to the next stage.



Complexity

There are 5 clearly defined stages. Its linear style and sign-off at each stage make it simpler and more straightforward than most models. However, if changes are made to the scope or requirements, it can become extremely challenging having to restart an entire phase or multiple phases.



Collaborative

Team members collaborate at each phase and make agreement before moving to next stage. Collaboration is simpler than other models as it is done phase by phase and with minimal changes in requirements.



Popularity

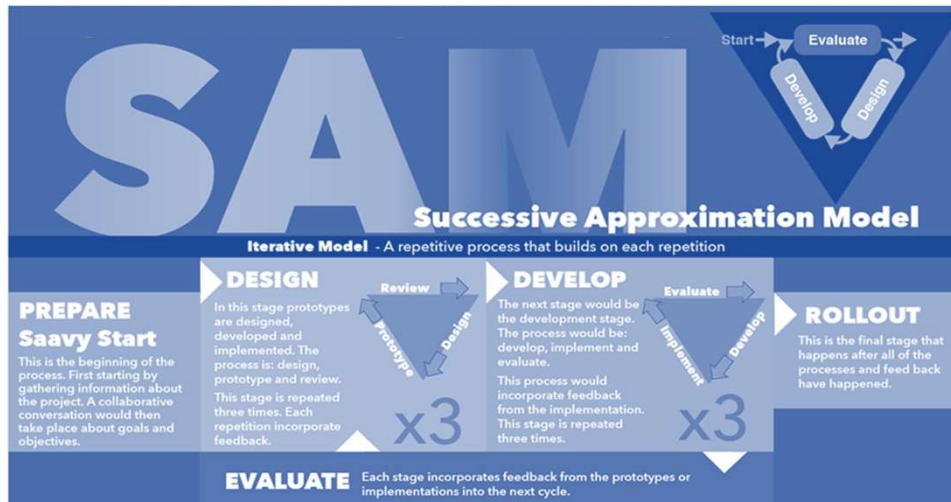
While ADDIE was popular previously, agile methods have gained in popularity, especially when integrating technology development. For simple, straight-forward, smaller group projects, it is still a preferred method.

- Negative: Top Down doesn't backtrack easily. It's more start over than backtrack, and no one wanted to do that.
- Negative: However, since the ADDIE model is linear and must be reviewed before moving forward every time, it can be a bit slow and cumbersome. Another problem is that it can be difficult, or even impossible, to backtrack. If something goes wrong, it can mean that a complete restart is necessary.
- Negative: Project goals change, which can throw the entire project all the way back to the analysis phase, at which point, someone is going to insist on switching to the SAM model. ADDIE is a perfectionist's dream iterative model, but that perfectionism can bust the development and implementation calendar.
- This can usually take a long time, which means ADDIE is best for longer projects. However, many instructional designers dislike this rigid structure.



SAM

ADDIE v SAM COMPARISON



SAM

- SAM (Successive Approximation Model), created by Allen Interactions, has emerged as an alternative to ADDIE, especially when doing e-learning solutions to drive performance improvement.
- The current iteration of methodology is “Agile.” The meaning of “agile” in this case is that multiple steps are happening at the same time.
- The SAM process is iterative. Each development stage is cycled through at least three times, and each cycle should be closer to ideal than the last one.
- SAM’s iterations during the development process make room for evaluations and changes to the project as needed. SAM also strongly encourages collaboration between the instructional designers and the customers at every step.
- The kickoff focus group is called Savvy Start, and the risk of death spirals has been mitigated through three design and three development iterations. Allen Interactions's philosophy maps the purpose of this methodology toward driving performance.
- The Savvy Start is the essential first step to the iterative design process. Facilitating a brainstorming session necessitates active leadership which encourages participation and strategies for discussing and collecting participants’

ideas. Discover the actions and strategies to lead a valuable Savvy Start.

- The primary difference in this approach is that smaller chunks are completely finished through locked-down teams in a fixed period of time (sprints). This is not prototyping—the deliverables are complete, useable components.



SAM

ADDIE v SAM COMPARISON



Linear

It is an agile or iterative method. It still follows a process and stages; however, it repeats a few stages multiple times.



Complexity

While complexity is determined by the project goal, scope, team, etc. In general, with many moving parts and pivots being added at random, it can be a complex process but one that is simpler and achievable through project management and communications.



Collaborative

With many small teams working on different components at the same times, it requires significant amount of collaboration and adaptation to ensure alignment.



Popularity

Agile or iterative development is a very popular approach, though it depends on the complexity of the project. Also linear – iterative hybrids are also popular.

- SAM is a rapid development model that uses a continuous iterative design process throughout the lifecycle of development rather than the “one step at a time in three-quarter time” model. Development often begins concurrently with analysis and design. All that ongoing iteration is you conforming to everyone else’s changes.



COMPARISON

ADDIE v SAM COMPARISON

Models	Linear	Complexity	Collaboration	Popular	For Education
ADDIE	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>
Hybrid			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
SAM		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>



RECOMMENDATION

ADDIE v SAM COMPARISON

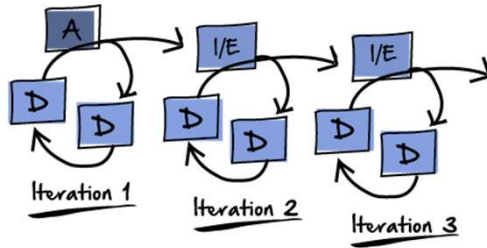
Models	For Basic Curricula	For Complex Curricula	For Multiple Collaboration	For Technology Development	For Education
ADDIE	✓	✓			✓
Hybrid		✓	✓		✓
SAM			✓	✓	✓



RECOMMENDATION

THE HYBRID

LLAMA



LLAMA: Lot Like Agile Management Approach (Hybrid of ADDIE and SAM)

KEYS

- Collaborate
- Follow Through
- Priorities
- Respect Process
- Keep it Simple
- Iterative



Quick
Review



Design is not just what it looks like and feels
like. Design is how it works.

Steve Jobs



QA

Questions &
Answers







Thank

You

MITCHSCHNEIDER



ADDITIONAL INFO

-  [ADDIE - YouTube](#)
-  [SAM - Successive Approximation Model - YouTube](#)
-  [ADDIE VS SAM - YouTube](#)
-  [Leaving ADDIE for SAM DC ASTD - YouTube](#)

<http://atdmac.org/Blog/5738232>

<http://atdmac.org/resources/Pictures/Sam1.png>

<http://atdmac.org/resources/Pictures/Addie1.png>



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