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WHEN YOU HEAR THE PHRASE
“**INSTRUCTIONAL DESIGN,**” YOUR FIRST
THOUGHT MAY NOT BE “**TOOLS.**” SOME OF US
MAY HAVE EVEN CHOSEN THIS CAREER PATH
DUE TO A STAGGERING LACK OF FINE MOTOR
SKILLS AND MANUAL DEXTERITY. BUT HERE’S
THE THING— EVERY INSTRUCTIONAL
DESIGNER ABSOLUTELY NEEDS A WELL
STOCKED TOOL BAG.

HERE’S A LIST OF SOME OF OUR
FAVORITE TOOLS!



NEXT →

A. Rapid Authoring Tools

THESE TOOLS ALLOW YOU TO QUICKLY AND EASILY CREATE WEB-BASED TRAINING COURSES WITHOUT THE NEED FOR CODING OR MULTIMEDIA EDITING EXPERTISE.

- **ADOBE CAPTIVATE**
- **PROJECT CHARM**
- **ARTICULATE STORYLINE AND RISE**
- **LECTORA**

B. Graphics, Video, and Audio Editing

THESE ARE VITAL TO JAZZING UP YOUR COURSE AND ALSO JUST GETTING CREATIVE WITH THE WAY YOU PRESENT INFORMATION.

- **ADOBE CREATIVE SUITE**
- **IMOVIE**
- **CAMTASIA**
- **VYOND**
- **POWERPOINT**
- **CANVA**
- **SNAGIT**

C. Project Management Tools

PROJECT MANAGEMENT TOOLS ARE BASICALLY ANY KIND OF SOFTWARE THAT'S GOING TO HELP YOU KEEP YOUR DUCKS IN A ROW AND STAY ORGANIZED.

- SMARTSHEET
- EXCEL
- BASECAMP
- MONDAY.COM
- CLICK UP
- ASANA
- TRELLO

D. Everyday Tools

THESE ARE TOOLS YOU'LL USE EVERY DAY TO MAKE YOUR FREELIE LIFE A LITTLE MORE STREAMLINED.

- IDLANCE (HEE HEE)
- ZOOM
- SLACK
- GOOGLE DRIVE
- MICROSOFT SUITE
- TEAMS

E. Learning Management Systems

LMS FOR SHORT--ANY KIND OF SOFTWARE THAT AIDS IN THE ADMINISTRATION, DOCUMENTATION, TRACKING, REPORTING, AUTOMATION OR DELIVERY OF ELEARNING PROGRAMS

- MOODLE
- CANVAS
- BLACKBOARD
- TALENT LMS
- LEARNDASH
- DOCEBO
- CORNERSTONE

F. Business Tools

WE'RE TALKING BUSINESS TOOLS— THE NITTY GRITTY STUFF LIKE ACCOUNTING SOFTWARE, INVOICING SOFTWARE, AND LEGAL SOFTWARE.

- QUICKBOOKS
- LEGALZOOM

G. Time Tracking Tools

AS AN ID FREELIE, YOU'LL BE IN CHARGE OF YOUR OWN SCHEDULE, BABY. THAT'S WHERE THESE TOOLS COME IN.

- HARVEST
- CLOCKIFY
- TOGGLE
- QUICKBOOKS TIME

H. Marketing Tools

MARKETING TOOLS ARE ANYTHING YOU USE TO GET YOUR NAME OUT THERE!

- FACEBOOK
- LINKEDIN
- TWITTER
- INSTAGRAM
- A PERSONAL WEBSITE WITH PORTFOLIO AND/OR BLOG
- DIGITAL AND PHYSICAL BUSINESS CARDS





WHEW! THERE YA HAVE IT— SOME OF OUR FAVORITE TOOLS OF THE TRADE. WHILE YOU SHOULD CONSIDER THIS A GREAT, QUICK REFERENCE, IT'S IMPORTANT TO REMEMBER THAT IT TAKES TIME TO BUILD YOUR IDEAL TOOL BAG. IT'S EASY TO GET OVERWHELMED BY THE SHEER NUMBER OF OPTIONS OUT THERE BUT WE HOPE THIS HAS GIVEN YOU A JUMPSTART TO NAIL THIS! IN THE WORDS OF MARY POPPINS, "IN EVERY JOB THAT MUST BE DONE, THERE IS AN ELEMENT OF FUN!" SO, HAVE FUN WITH IT, FREELIES!