



# CASE STUDY

## AI-Powered Course Development

### About Our Client

**This nonprofit, accredited online university is designed with working adults in mind.** With a focus on competency-based education, it allows students to progress at their own pace, demonstrating what they know rather than spending time in traditional seat-based learning.

Its award-winning degree programs are fully online, flexible, affordable, and built to meet students where they are.

### Why IDLance?

Our client came to IDLance for the same reason many of our partners do: **our community model.**

Unlike a one-size-fits-all agency, we're a curated community of **1,600+ freelance instructional designers, writers, and creatives.** That means faster turnaround times, a wider range of voices and perspectives, and the ability to match the right talent to the right project.

We brought in folks who not only had the right skills, but also the flexibility and collaborative mindset to work within their unique model. Some even had a personal connection to the organization's mission, having gone through the very programs they were now helping to improve!

## The Challenge

Our client's Master of Science in Computer Science program needed new content developed quickly, but speed couldn't come at the cost of quality, clarity, or learner accessibility.

With complex material, high compliance standards, and multiple layers of SME review, the traditional approach to course development would have been time and labor-intensive.

**Our challenge was to meet aggressive timelines without compromising ethical AI use, quality assurance, or learner-centered design.**

## The Solution

We used a **thoughtful, human-led approach to AI-assisted content creation.**

Using our client's approved AI process, our instructional designers used ChatGPT to generate first drafts based on their detailed outlines, learning objectives, and vetted learning resources. These served as the backbone and guardrails for all content creation.

We then used AI to synthesize and summarize the provided learning resources and generate initial drafts of the course (following our client's specific template), which included explanatory content, "framing" text for the learning resources, and ideas for activities, reflection prompts, etc. AI helped break down complex topics into clearer, student-friendly language, which was especially helpful given the complexity of the MSCS program.

As we developed the AI-assisted drafts, we worked directly with subject matter experts (SMEs) who reviewed and validated all content. This is how we ensured accuracy, alignment to objectives, and academic integrity. Once validated by the course SMEs, we refined tone, structure, and clarity to match our client's expectations for learner-centered design. And once the drafts were finalized, they were reviewed by a different set of "Fact Check" SMEs to further validate accuracy.

Using AI in this way significantly sped up the development process. What would have presumably taken weeks of drafting and iterating was achieved in days. While AI didn't replace IDs, it absolutely created efficiencies and enhancements.

## The Outcome

By blending human expertise with AI-powered efficiency, our client got the best of both worlds: faster development timelines without sacrificing quality, ethics, or clarity.

- **Accelerated timelines** – Content that would typically take weeks to draft and revise was created in a matter of days, giving our client the speed they needed without cutting corners.
- **Ethical, human-led AI use** – Every piece of content passed through experienced instructional designers and multiple SMEs, ensuring academic integrity and compliance with our client's high standards.
- **Clarity and accessibility** – Complex topics were transformed into clear, student-friendly content, aligned to learning outcomes and delivered in our client's voice.
- **Scalable process** – This approach proved that AI can be a powerful assistant when guided by the right people and principles, offering a repeatable, scalable model for future courses.

## How Can We Help You?

Whether you're exploring AI, tackling a complex curriculum, or just need an extra hand, we're here to help you **move faster without compromising quality.**



**Book a Consultation Call**

