



**IN-HOUSE  
TRAINING  
CAN BE  
ARRANGED**

Access Ideas (M) Sdn. Bhd.

# AI-aided Instructional Training Material Design

This two-day practical programme helps learning and development practitioners, trainers, and subject matter experts build the skills they need to create effective training materials by combining strong instructional design principles with the power of generative AI. Participants will revisit the basics of Learning & Development, understand the role and expectations of an instructional designer, and learn to use key frameworks such as the ADDIE Model, Bloom's Taxonomy, and Gagné's Nine Events to design content that is structured and learner-focused. They will also explore how to plan content flow, apply good visual design practices, and develop supporting teaching and learning aids. After establishing these fundamentals, the programme introduces participants to a variety of generative AI tools—such as Gemini, ImageFX, Flow, MusicFX, and NotebookLM—to help them create visual assets, videos, background music, and simple explainer content more efficiently. Through guided hands-on activities, participants will use these tools to produce their own mini-learning modules, gaining a clearer picture of how AI can boost creativity, speed up development, and strengthen overall learning impact. By the end of the programme, participants will be able to apply core instructional design concepts, use generative AI effectively in material development, and design training content that is engaging, well-structured, and aligned with today's learning needs.

## At the end of this training programme, participants will be able to:

- Apply foundational instructional design principles to plan, structure, and sequence effective training content that supports targeted learning outcomes.
- Utilise generative AI tools to create high-quality learning materials such as images, videos, explainer content, and background audio to enhance training delivery.
- Develop learner-centred training materials using frameworks like ADDIE, Bloom's Taxonomy, and Gagné's Nine Events to improve clarity, engagement, and retention.
- Produce a complete mini-learning module that demonstrates participants' ability to integrate instructional design methods with AI-driven content creation.

## Target Participants

All Staffs.

## Training Methodologies

Slides, Handouts, Group Activity.

## Course Content

### Module 1: Introduction to Learning & Development

- Spectrum of Training
- Definition of Instructional Design
- Topic Placement and Suitability of Approach

### Module 2: The Role of an Instructional Designer

- Core Competencies of an Instructional Designer
- ADDIE Model: The Instructional Design System
- Blooms Taxonomy for Content Strategy

### Module 3: Content Design & Development

- Problem Statement for Targeted Outcome
- Content Design Journey

### Module 4: Learning Material Development

- Signs of Learning
- Training Materials: Teaching + Learning Aids
- Visual Aids: Dos and Don'ts
- Lesson Delivery Sequence
- Session Planning

### Module 5: Using Generative AI

- Copyright: Principles and Use
- Image Generating AI
- Video Generating AI
- Using AI for Background Music
- Explainer Generating AI
- Practical Session: Creating Your Mini-Learning Content with AI
- Mini-Learning Feedback

## Trainer Profile

**Ahmad Fauzan Othman** is a Malaysian entrepreneur, author, and trainer whose commitment to the industry was recognised with the HRD Awards 2023 in the Trainer category, Central Region. Since 2006, he has been sharing his knowledge and experiences as a Japanese language instructor before specialising in Trainer Development Programmes. His drive for continuous improvement and high standards led him to achieve the highly regarded ATD Master Trainer™ title. This designation reflects his deep commitment to learner-centred design and the skill required to deliver impactful facilitation in any setting, a functional ability that enables him to consistently adapt, manage learning environments, and help ensure positive outcomes for every participant.

Known on social media as “The Idea Sensei”, a nod to his Japanese education background, Fauzan founded Access Ideas (M) Sdn. Bhd., the highly sought-after training provider for the HRD Corp Train-The-Trainer Certification Course. Through this platform, he has had the privilege of inspiring, mentoring, and coaching thousands of local and international trainers as they work to realise their true potential. Fauzan has also contributed extensively to the professional discourse, authoring numerous books and articles on management, motivation, and specific training-related competencies. In 2024, he was humbled to be invited amongst the nation's line-up of elite speakers for the HRD Corp's High Performing Trainers & Training Providers Bootcamp, where he shared his knowledge on “Mastering TNA for Targeted Learning Solutions” and “Measuring ROI and Effectiveness in Training”. He also plays an active role in shaping industry standards, lending his experience as part of the committee for the Training Market Transformation Committee (TMTTC) under HRD Corp.

These recognitions and appointments are viewed by Fauzan as a continuing responsibility and testament to his ongoing dedication and effort within the Learning and Development field over the past two decades.