

Design Time Ratios

Description

The Design Time Ratios is a job aid that includes ratios for estimating the design time of both traditional (e.g. Instructor-Led Training) and e-learning (e.g. WBT/CBT Tutorial) training strategies.

How can you use it?

- To estimate the time required to design a new course.
- To set productivity standards for instructional designers.
- To validate the estimates provided by a contractor.
- As a starting point for collecting historical data.

Tip

The ratios are a great starting point for estimating design time when no other data is available. Over time, track your actual design time for projects and adjust the ratio to reflect your organization's expectations and constraints.

Note

The Instructional Design for New Designers workshop shows you how to apply Langevin's proven 12-step instructional design cycle that allows you to design top-quality instructor-led training using a ratio as low as 25 to 1.

Design Time Ratios

Training Strategy		Industry Ratio (Design Time to Instruction)
Traditional Training	Instructor-Led Training	25 – 60 to 1 (Average: 45 to 1)
	Self-Paced Instruction	50 – 90 to 1 (Average: 70 to 1)
	On-the-Job Training	20 – 45 to 1 (Average: 35 to 1)
e-Learning	WBT/CBT Tutorial	75 – 500 to 1 (Average: 290 to 1)
	Self-Directed	60 – 200 to 1 (Average: 130 to 1)
	Virtual Classroom	25 – 80 to 1 (Average: 55 to 1)

Note

The unit of instruction is a function of the length of a course expressed in days or in hours. The industry ratios can be measured in days or in hours.

For example, 25 – 60 days of design time to 1 day of instruction for Instructor-Led Training, or 75 – 500 hours of design time to 1 hour of instruction for a WBT/CBT Tutorial.