

More than
1500
students
trained and
placed

Prospectus of the
Diploma in Instructional Design
Offered by



Registered Office:

24, Kshipra Sahaniwas, Karvenagar,
Pune – 411 052, India

Pune Training Center:

31, Bhawkar Bhavan, K.B.Joshi Road,
Off University Road,
Near Agriculture College, Shivaji Nagar
Pune – 411005 India
Phone: +91 99232 09602
Email: mak@technowrites.com
marketing@technowrites.com
Website: www.technowrites.com
www.technowritesversity.com



Release Number: 2/2020
Release Date: 24/11/2020

Contents

ABOUT TECHNOWRITES	3
WHAT IS UNIQUE ABOUT THIS COURSE	3
INFRASTRUCTURE.....	4
TECHNOWRITES’S CLIENTS.....	4
NEED OF INSTRUCTIONAL DESIGN	6
ABOUT THE COURSE	6
ELIGIBILITY.....	7
COURSE SYLLABUS.....	7
ADMISSION PROCEDURE	9
RULES & REGULATIONS.....	9
COMPANIES WHO HAVE HIRED OUR STUDENTS.....	10
FREQUENTLY ASKED QUESTIONS.....	11
WHAT STUDENTS SAY ABOUT OUR COURSES	16
APPLICATION FORM	18

About Technowrites

Technowrites is a professionally managed company, specializing in technical communication. Since 1994, Technowrites has established its name as a quality supplier. Technowrites is an asset to the customer base in India and abroad. Technowrites is committed to the industry and its growth.

What is unique about this course

The following points make this course unique

- Course designed by Technowrites, based on its 28 years of experience.
- Trained and experienced faculty (probably the best in India).
- Quality of training guaranteed.
- Excellent learning content including videos, booklets, and so on.
- Includes assignments, which are designed based on Instructional Designer's day-to-day work.
- Includes ready-to-use reference material that is being used by the industry for purposes like estimation, quality control, and so on.
- **NEW** A 24x7 Access to Technowrites Online Document Repository. You can download updated material, audio files, articles, training transcripts, and much more. This will continue even after the course is completed.
- **NEW** Membership of Technowrites Students Group (where lots of updates and job postings are sent.) This will continue even after the course is completed.
- **NEW** Specially Designed Interview Trainer Audio (with audio files that can be copied to your mp3 player/smart phone)
- Special interview and placements assistance.
- More than 1500 candidates already placed through various Technowrites courses.
- Possibility of working on live projects.

Infrastructure

Technowrites has a state-of-the-art technological setup and a competent team of professionals, belonging to varied fields like engineering, finance, marketing and management. We work with the latest tools, including Word Editors, Graphic Creation, and Help Authoring Tools.

Our library has a unique collection of books on topics related to:

- Technical Writing
- Instructional Design
- Communication
- Dictionaries
- Style Guides
- Management
- Programming
- Multimedia
- Graphics Design
- Videos of all lectures of the course

Technowrites's Clients

We undertake on-site and off-site assignments, contracts and projects from the industry. For on-site assignments, we depute our technical team to work at the client's premises.

Some of our clients include

Information Technology

- 3i Infotech (Formerly ICICI Infotech), India
- Accenture Service Ltd, India
- Atos Origin, India
- Aztecsoft-itest (Formerly Disha Technologies), India
- Blue Star Infotech, India
- Capgemini, India.
- Computer Associates, India
- Cranes Software International Ltd., India
- CXO Systems, India
- DMR Consulting, Australia
- Extenprise eSolutions, India
- Financial Engineering Solution Pvt. Ltd., India
- Geometric Software solutions, India
- Hewlett-Packard (HP), India
- HSBC Software Development, India
- Information and Telecom Systems India
- Infosys Technologies Limited, India
- Interlink Group, LLC (Taken over by EMC), India
- KPIT Cummins Infosystems Ltd., India
- L&T Infotech, India
- Tech-Mahindra Limited (Formerly Mahindra-British Telecom), India
- Microsoft, India
- NCE Technologies, Inc, USA
- Patni Computer Systems Limited, India
- Philips, India
- Qualitia, India
- Recosoft Corporation, Osaka, Japan
- Remittag Software Company, India

- SAP Labs India Pvt. Ltd., India
- Satyam Computer Services Ltd, India
- Synechron Technologies Pvt. Ltd., India
- System Task Group International, USA
- Tata Consultancy Services, India
- Techatalyst Infoserv Pvt. Ltd., India
- TVS Infotech, India
- VeriSoft InfoServices Pvt. Ltd., India
- Wipro Technologies, India
- Xpanxion International Pvt. Ltd., India

Telecommunication & Networking

- Alcatel, USA (through Axes Technologies, India is now taken over by Tech Mahindra)
- Bharti Telesoft Ltd., India
- Greenfield Networks, California, USA
- Kenati Technologies, USA
- Motorola, Inc, USA
- Nokia, India & Singapore, & Finland

Semiconductor

- Kulicke & Soffa Pte Ltd, Singapore
- E-Tools USA
- Taray, India

Banking & Finance

- Citibank N. A., Singapore
- Deutsche Bank, Singapore
- GM Finance (Through STG International, USA)
- Kotak Securities, India
- National Stock Exchange, India
- SunGard, USA
- System Access, Singapore
- Worldbank, USA (Through Infosys, India)

Engineering, Automotive & Manufacturing

- Associated Cement Companies Limited, India
- Bajaj Auto Limited, India
- Larsen & Toubro Limited-Heavy Engineering Division (L&T HED)
- MWH India Private Limited, India
- United Technologies

Control & Automation

- Aplab Limited, India
- Aplab-Seba Electronics Limited, India
- Emerson Exports, India
- Rockwell Automation, USA

Integrated Automation and Software Solutions

- Honeywell, India & Singapore

Logistics

- Danaos Management Consultants, Greece (Shipping)
- DHL, Malaysia (Through Infosys, India)
- P & O Nedlloyd (Taken over by Maersk India Pvt. Ltd)

E-Learning

- Trina Systems Private Ltd, India

Educational Institutions

- Sinhgad Institute of Management and Computer Applications, India
- Symbiosis Center for Information Technology, India
- Indian Institute of Coal Management, India

Life Sciences

- InSilico Consulting, India
- Strand Life Sciences (Formerly Strand Genomics), India

Need of Instructional Design

Some interesting facts:

- The amount of information available in the world doubles every seven years. Half of that information becomes obsolete in five years.
- Instructional Design is considered a highly skilled area and a very lucrative profession.
- Indian Instructional Designers are working abroad with some of the best IT companies.
- Like software development, Instructional Design is also a global profession.

The IT industry has an ever-increasing demand for instructional designers. Training institutes, however, are very few.

In order to meet the industry's requirement, we have launched this course to train "aspiring-instructional designers." This course can also be beneficial to the existing instructional designers in honing their skills.

About the Course

Course Details

Course Title	Diploma in Instructional Design
Type of Training	Virtual Classroom Model
Course Fees	Contact us for latest prices and special discounts
Course Duration	Approximately 130 hours including Assignments, Tutorials, and Practice sessions
Course Venue	Technowrites Online Classroom - www.technowritesiversity.com
Course Material	<ul style="list-style-type: none">• State-of-the-art training booklets designed by Technowrites's team.• Training booklets designed by Technowrites' team• Instructional Designer's Starter Kit• Training Videos of Core Sessions• Additional Training Sessions• Captivate Instructional Videos• Instructional Design Role Plays along with explanations• Ready to use templates• Storyboard templates• Review Checklists• Sessions on <i>Resume writing</i>• Sessions on <i>Appearing for interviews</i>• Special <i>Interview Trainer Audios</i>• Much, much more

Eligibility

The eligibility for the course models is as follows:

- Graduation in any discipline is recommended however undergraduates/diploma holders with adequate work experience can also be considered
- Good command over English
- Knowledge of MS Windows & MS Office
- A screening test can be taken by students to test their abilities and skills. This test will be optional but is recommended. For more information, see the aptitude test section in this document.

Course Syllabus

The course consists of the following Modules:

Module 1: Introduction to ID Course

- Introduction to ID
- Role of an ID
- Challenges Faced by an ID

Module 2: ID Model and Theories

- ADDIE Model
- Gagne's Events of Learning
- Component Display Theory
- Bloom's Taxonomy

Module 3: Information Gathering

- ID Project Management
- Brainstorming
- Concept Map
- Interviewing SME
- Information Collection
- Google Searches
- Metasearch Engine
- Google Alerts
- Speech Recognition Tool

Module 4: Designing and Development

- ID Best Practices
- ID Strategies
- ILT
- CBT
- Typical CBT Based Training
- Creating Learning Objectives
- Story Boarding
- Story Boarding in Word
- Story Boarding PPT
- WBT
- LMS
- SCORM
- MOOC

Module 5: Evaluation

- Reviewing Tools
- Neil's Toolbox
- Readability Score

Module 6: Moodle Learning Management System

- Introduction to SCORM & Moodle
- Learning Management System
- Working with Moodle (One of the most popular LMS, specially created as a portable package, that works directly from the pen drive for our students to work on)
- Creating Courses
- Managing Users
- Creating Quizzes
- Course Administration
- Users Administration
- Course Import/Backup
- Moodle Configuration
- Reports Generation
- Technicalities of Moodle Installation

Module 7: Adobe Captivate 8 Training

- Overview of Creating Projects
- Understanding User Interface
- Adding Slides
- Adding Images
- Adding Text and Shape
- Adding Rollover Captions
- Adding Buttons
- Creating Zoom Areas
- Adding Media
- Adding and Editing Audio Slides
- Adding Text to Speech
- Creating Quiz
- Publishing Project

Special Addition: Freelancing Module

- Introduction to freelancing
- Registering a company
- Creating your website
- Creating your portfolio
- Preparing a quotation
- Preparing an invoice

Optional: MS Word CBT

List of Assignments included in the course:

- Assignment 1: Study the training material given
- Assignment 2: Prepare Course Structure
- Assignment 3: Prepare a PowerPoint Presentation
- Assignment 4: Prepare a Storyboard in Word and PPT
- Assignment 5: Prepare Quiz Questions
- Assignment 6: Review the Storyboards
- Assignment 7: Prepare a software demo using Captivate
- Assignment 8: Prepare Software Simulation using Captivate
- Assignment 9: Add voice to the simulation prepared in Assignment 8 and 9
- Assignment 10: Prepare a simple Quiz in Captivate
- Assignment 11: Integrate all the files of Captivate Assignments into one
- Assignment 12: Generate Output in various formats
- Assignment 13: Create course in Moodle
- Assignment 14: Manage Users in Moodle

The course includes a series of assignments related to the topics mentioned above. The students may be asked to repeat the assignments until the output is up to the professional level.

Please Note: This is a unique course model based on Technowrites experience of more than 28 years of work and more than 20 years of (individual and corporate) training. No other institute or organization is offering this course in exactly the same model as mentioned above. The overall response of the course has been very good. However, a student's development directly depends on his/her ability, efforts, and willingness to learn.

Admission Procedure

Application form should be submitted along with course fees. Payment is to be made by cheque or demand draft drawn in favor of Technowrites Pvt. Ltd., payable at Pune.

Payment can also be made via bank transfer to Technowrites. Call us for more information.

Send your application form to: Technowrites Pvt. Ltd.
24, Kshipra Sahaniwas, Karvenagar, Pune 411 052, India
Phone: +91 99232 09602
Email: mak@technowrites.com
marketing@technowrites.com

Technowrites reserves the right to refuse admission to a candidate owing to administrative or business reasons.

Rules & Regulations

- *Technowrites reserves the right to refuse admission to a candidate without giving any reason.*
- *Technowrites reserves the right to terminate the admission of any candidate if he/she:*
- *Remains absent for more than two days in any month without a genuine reason.*
- *Does not complete and submit assignments on time.*
- *Violates the administrative rules of Technowrites Pvt. Ltd.*

The course fees will not be refunded if the admission is terminated for whatever reason.

Companies who have hired our students

- Amdocs
- Avaya
- Accenture
- BMC
- Bajaj Allianz
- Blink Consulting
- CapGemini
- Cognizant
- Cybage
- Fundtech
- Geometric Software solutions
- gloStream
- Hewlett-Packard (HP), India
- Honeywell Technologies
- HSBC Software Development
- IBM
- Infosys Technologies Limited
- Kenati Technologies
- KPIT Cummins Infosystems
- National Informatics Centre
- Oracle
- Persistent Systems
- SAP Labs
- Siemens 3D PLM
- Sify
- SunGard
- Symantec
- Tata Technologies
- TCS
- Tech Mahindra
- Tibco
- Hitachi
- Red Hat Solutions
- Progigo Software
- United Software Association
- Commit Technologies
- Knowledge Labs
- Reflexis Systems
- Blink Consulting
- Schlumberger
- Juniper Networks

Frequently Asked Questions

How will I benefit from the course?

This is a unique course designed by Technowrites to meet the requirements of the industry and supplement its growth. The course is highly job-oriented. The course is unique in many ways:

- The training includes many assignments, which are tuned to the real-life requirements of the industry.
- It is ideal for anyone who is looking at mid-career change without taking the risk of leaving the job initially.
- Good training is guaranteed as the course model is designed based on our more than 15 years of professional experience and more than 8 years of training experience.
- The course model is continuously updated to ensure that it is in line with the industry's requirements.

Can you please tell me about USB included in the Virtual Classroom Model?

Yes. The Virtual Classroom is an effective blend of training videos and training exercises (all exercises are checked by our faculty and detailed personalized feedback is given). We have captured all our training sessions in video/audio/text and other formats.

Note: You will get the entire schedule of 2 months and assignment list in advance. You get 6 months to complete the course (that typically takes 3 months). You can decide and adjust your pace of learning. It does not get any more personalized than this!

How our queries will be solved in the Virtual Classroom Model?

Though it is a virtual classroom, every course is based on a systematic course plan. We communicate with our students through Web based sessions, where in they can clarify their doubts. This is an internet based interactive session where you can solve your doubts and get feedback on assignments. We have such type of interaction in every 10 days.

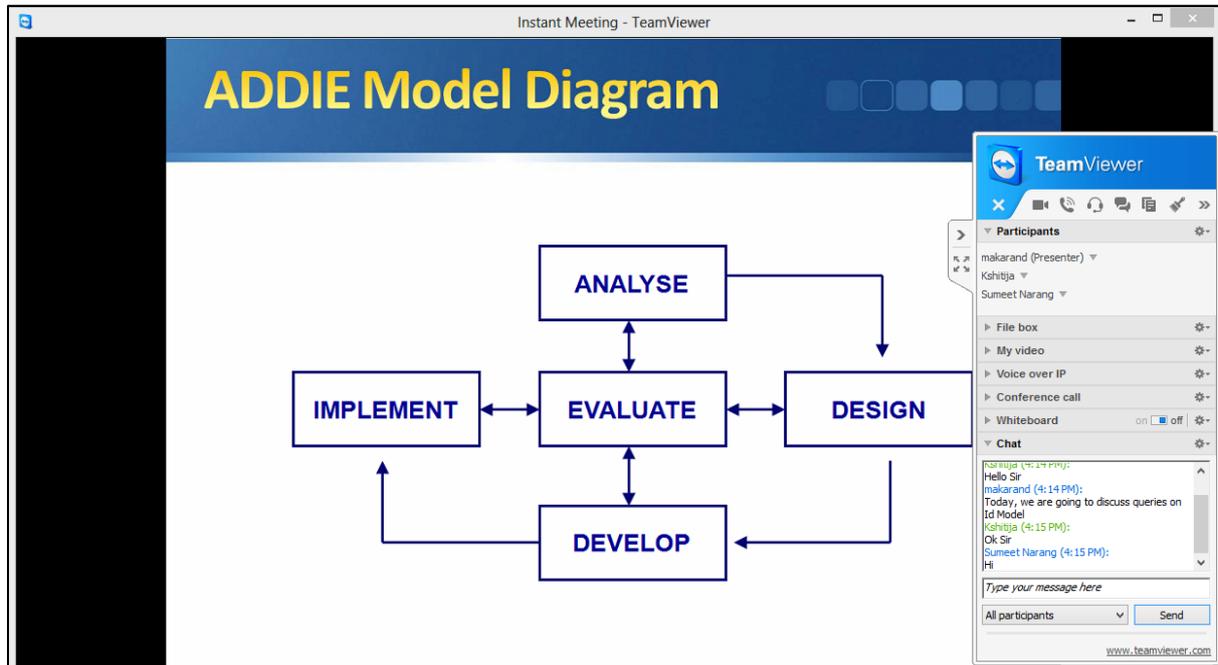


Figure 7: Web Based Sessions via Team Viewer

The **Virtual Classroom** has the following advantages:

- Time flexibility
- No need to spend time and money in traveling
- Global reach (students from anywhere in the world can do the course, without any traveling time or expenses)
- High-value course at lower price (as there is no cost of rented classrooms)
- Personal attention of the faculty through phone, email, chat, and Internet-based classroom sessions.
- Learning directly from Mak (and not any past student or second-grade faculty). Mak is a highly experienced trainer of international repute and an award-winning speaker. He elaborates points using real-life examples.
- If you have a business phone, you can see most of the videos directly on the phone. This means you could be learning anywhere depending on your convenience. For example, you could be watching the videos while you are traveling.)

Who conducts the courses?

<p style="text-align: center;">Dr. Makarand (Mak) Pandit</p> <p>Doctor of Letters (Honouris Causa), PGD Marketing, BE Electronics http://in.linkedin.com/in/makarandpandit Managing Director, Principal Trainer – Technowrites Pvt. Ltd.</p> <p>International Fellow - Society for Technical Communication, USA Member – WAC Clearinghouse Publications Review Board, Colorado University, USA</p> <p>Member – Board of Studies, Department of English, Fergusson College, Pune</p> <p>Trainer Council for Scientific & Industrial Research (CSIR), Government of India</p>			
			
Twitter: @makpandit	LinkedIn: Mak's Profile	+91 98232 25640	
YouTube: Technowrites YouTube Channel		mak@technowrites.com	
Skype: mak.pandit			

If the course material is updated in the future, will I receive the updated content?

We believe in continuously updating our courses to cover latest topics and trends. So the course most certainly would be updated every year! You will receive free updates for the next 12 months after your course is over.

How will I benefit from the course?

This is a unique courses designed at Technowrites to meet the requirements of the industry and supplement its growth. The course is highly job-oriented. The course is unique in many ways:

- The training includes many assignments which are tuned to the real-life requirements of the industry.
- It is ideal for anyone who is looking at mid-career change without taking the risk of leaving the job initially.
- Good training is guaranteed as the course model is designed based on our more than 15 years of professional experience and more than 8 years of training experience.
- The course is continuously updates and you receive the free updates.

What types of jobs are available?

After completing this course, you start as a

- Instructional Designer
- Courseware Developer

Some of our students are also doing freelancing.

What are the tools taught as a part of the course?

We cover the following tools:

- Adobe Captivate
- Adobe Presenter
- Moodle LMS

The course gives the candidates additional time on the tools, other than the regular lab hours. Also additional advanced course modules are available for learning the advanced features of specific tools.

What hardware and software will I need to take the course?

Any computer that has got a good processor, DVD Drive, Speakers, and Microphone. Modem/ Internet connection will be needed to participate in Virtual Classrooms. Today most of the desktops and laptops have this functionality.

You will MS Word (to open the various files) and MS Excel (to complete the exercises). The documents and exercise sheets can also be made available in OpenOffice (freeware) format.

Will I get a certificate after completion of the course?

Yes, on successful completion of the course, you will get a Diploma certificate from Technowrites Pvt. Ltd.

Can you tell me something more about the Virtual Classroom Model?

Yes. It is called as Diploma in Technical Communication in Virtual Classroom Model. The online course is as powerful as the classroom course. It is a blend of training videos, training exercises, assignments (all of them are checked by our faculty and detailed personalized feedback is given), and contact hours (optional). We communicate with our students through Web based sessions, where in they can clarify their doubts. This is an internet based interactive session where you can solve your doubts and get feedback on assignments.

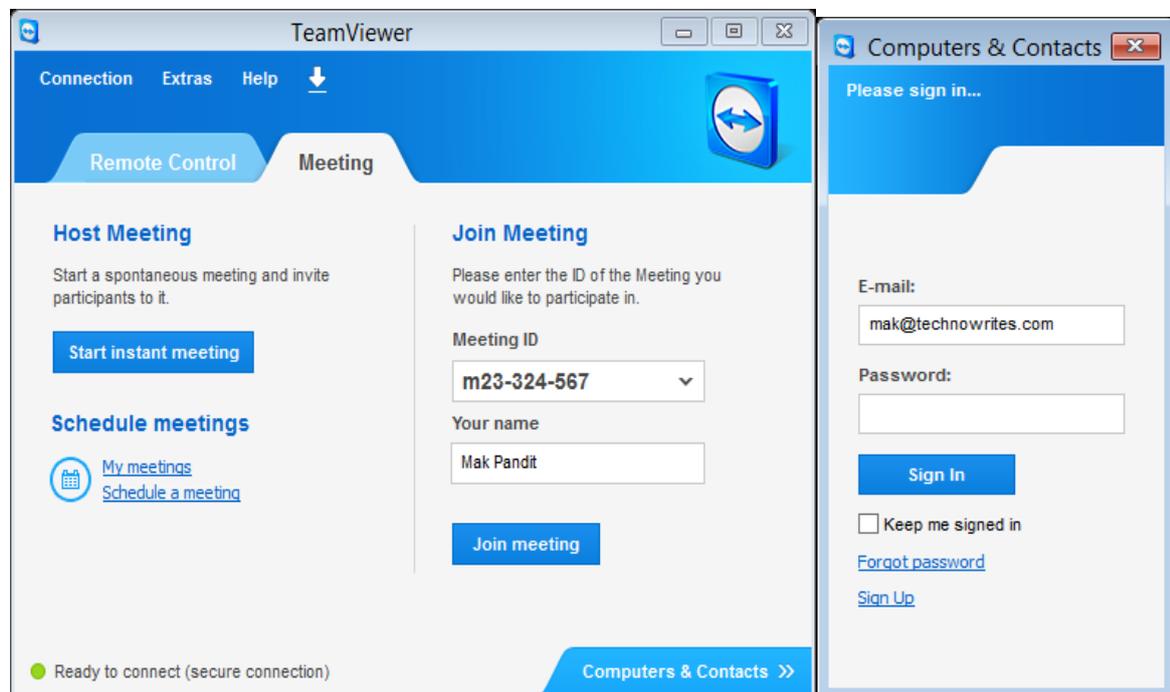


Figure 1: Web Based Sessions

Is this course affiliated to any university or any other educational institute?

This course is not affiliated to any university or any other educational institute. It is conceptualized by Technowrites Pvt. Ltd. Technowrites has an established name in the industry. It has been created based on our professional and training experience.

What salary can I expect after completing the course?

Our courses are highly appreciated by the industry. However, the pay packet will depend on a number of factors, like your ability to negotiate, employer's standards, ongoing market rate, and so on.

Technowrites itself will offer internship or contracts to successful students showing excellent track record. It should not be difficult to get a starting package of 250,000 (Rupees one lakh fifty thousand per annum) to 300,000/- (Rupees three lakh per annum). Thereafter depending on your performance, it can go on increasing.

Does Technowrites give a job guarantee to candidates who complete this course successfully?

Technowrites Pvt. Ltd. is positive that the students will get a good placement after completing the course. Here are the plus points of the course.

1. The entire course is designed for fulfilling requirements of a job. All the course assignments are related to the day-to-day work done by Instructional Designers.
2. We send information about companies looking out for Instructional Designers to our course students.
3. We have special sessions related to resume-writing.
4. We have special sessions on appearing for interviews.
5. We ourselves offer jobs to select students of our course.

Our track record says it all! We have almost 95% placement record. ***In spite of this, Technowrites Pvt. Ltd. does not give any job guarantee; because we think it is unethical to make a false promise like that.***

Why is there an aptitude test? Can't you take everyone who is ready to pay the fees?

Technowrites wants to take in good candidates and give them good training. We do not recommend Instructional Design career to everyone who comes to us. Instructional Designer's job needs certain skill-sets. We therefore test the candidates and then recommend this course to them. Paying the fees and joining the course is the candidate's decision. A candidate, even after failing the test, will be permitted to take admission to the course.

What Students say about our courses

Shweta Deshmukh

(Freelance Technical Writer in Mumbai)

My course started after a lot of deliberation and consultation with Makarand Sir. I literally asked him nearly a hundred questions before I joined. My major concern was whether the Virtual classroom model would benefit me. Finally, I took the admission, and I am extremely happy to say that I never regretted a moment of it! There were Skype sessions with Sir, regular assignments, immediate replies to any emails I sent. Every week sir personally guided us over Skype, answered our queries, sent us extra reading material and made sure we had understood the topic being studied. There was a complete course structure in place because of which we knew what exactly we had to study and when. I didn't think there was any difference between the Classroom course and the Virtual Classroom Course.

Saral Gupta

(Placed at CapGemini, Bengaluru)

All the modules/CBTs are very informative and of good quality. All you need is hard work and prompt attendance towards each session that Mak will conduct on a weekly basis. Mak will also help you attend mock interview calls. Well that's how I was more confident before appearing for 'real' interviews in big MNCs.

Aruna Rajapurkar

(Placed at Fundtech Pune)

E-mail: aruna.rajapurkar@gmail.com

I think that I took a very wise decision when I joined Technowrites and I am grateful to Mak for what I have gained today. I still have to learn a lot and I am sure that Mak will always be there for us. Thanks for everything.

Apoorva Panditrao

(Placed at Kale Consultants Pune)

Technical Writer E-mail ID: apoorva.panditrao@gmail.com

The training module is no less than regular course offered. In addition, I could learn at my own pace and submit assignments accordingly. It was a good opportunity for a "Stay-At-Home-Mom" like me. After the completion of the course, I got an opportunity to work on a live project. Working with Mak was a good learning experience. What more, I even got placed in the same company where I did the project. I think I took the right decision to invest in this course. I got more than 100% returns in less than 2 months. If you can differentiate between expense and investment, this course is for you.

Shikha Singh

Technowrites is a place where you find absolute focus on 'quality' technical writing. It is the best place to learn, not only technical writing; but also project planning, managing, and teamwork. My 1 year of training at Technowrites has been that of continuous learning and improving skills. Probably the only organization where the Director of the company finds a trainee capable enough to (critically) review what he has written and consider the feedback! In my technical writing career in Pune and Mumbai - One fact that I have come across is that...if there is a good technical writer in an organization; he/she has at some time been associated with Technowrites.

Mona Barbhaya

I would certainly recommend the Technowrites course to anybody who wishes to enter the field. The course provided me with the requisite skills and real-life experience necessary to pursue a successful technical writing career. I shall always look back upon my days with Technowrites with great fondness, especially with regards to everything that I have learnt.

Sandeep Patil

"Technowrites has rich experience because of which their courses have depth. What I learnt in the very first lecture in Technowrites the other institute did not teach me in three months!"

Here are a few other responses (names not disclosed on request)

- It has been a great experience and also a kind of exposure through Mak that has indeed made a difference to my point of view and overall personality. I thank Mak for guiding me in the best possible direction.
- Learning RoboHelp 8 from Mak was like learning batting from Sachin Tendulkar.
- I had a lot of doubts in the beginning. But Mak's positive attitude helped. I hope any time we have a problem in our job you would be there to help us
- General discussions that are part of the course helped me improve my knowledge and personality
- I am more than happy that I chose to do the course at Technowrites. Learning under Mr. Pandit was a very enriching experience. He is instrumental in moldings many Technical Writers!

Work Experience: Write in chronological order (write the most recent first)

From (Date)	To (Date)	Name of the Company	Designation	Work Experience

Hobbies / Extra-curricular Activities:

Terms & Conditions

Read the following terms & conditions before signing:-

- Technowrites reserves the right to refuse admission to a candidate without giving any reason.
- Technowrites reserves the right to terminate the admission of any candidate if he/she:
 - Does not complete and submit assignments on time.
 - Violates the administrative rules of Technowrites Pvt. Ltd.
 - Distributes training material content to anyone else.
- Fees once paid will not be refunded for any reason.
- Time limit for completion of the Technowrites course is 12 months from date of starting the course for Virtual classroom students.
- It is mandatory to complete all assignments before appearing for the exam. Any re-examination or delayed examination will be charged additional.
- Screening test is optional.
- Technowrites reserves the rights to stop any student's access to the Document Repository and Google List of students at any time, without prior notice.
- If the training material is damaged or lost, the cost of material (as decided by Technowrites) has to be paid to get a replacement copy. Even if the student is ready to pay, Technowrites will take a decision about whether to issue a replacement.
- The students cannot share, copy, store, transmit, and distribute any part of the training material in any form.
- Technowrites reserves the rights to make changes in administrative rules and policies from time to time, without prior notice.

Student Declaration

I have read the DID prospectus (Release number: 1/2014) carefully.

I have read the terms and conditions mentioned above and I agree to abide by them. I am aware that my fees are non-refundable.

Date of filling the form:

Student's Signature: