

Video-Centered vs. Facilitator-Centered Instructional Design

Video-Centered Design	Facilitator-Centered Design
<p>This methodology provides <u>maximum consistency</u> in communicating key concepts of a particular message.</p>	<p>This methodology allows <u>maximum flexibility</u> to embellish, reinforce or refine the training experience.</p>
<ul style="list-style-type: none">• Video is central to the design• Key points in this design model are explained in the video• A video host or narrator is typically viewed as the expert or an experienced peer• Video provides the conceptual lesson and <i>in action</i> examples, and without the video there is no lesson• Assessments, discussion, practice and other experiential activities typically prepare participants for the video and/or expand on concepts presented in the video• Video can be used by itself, without a facilitator, and with minimal discussion	<ul style="list-style-type: none">• Facilitator is central to the design• Key points in this design model are explained through a live facilitator• A live facilitator is often viewed as the expert• Video is used to show <i>in action</i> examples of the lesson, but the lesson is not conceptually presented in the video• Assessments, discussion, use of video, practice, and other experiential activities are key to understanding the course concepts and skills• Facilitator's ability to draw information from participants is critical to the success of the program

Facilitation skills used to maximize learning impact in both methodologies include:

- Listening
- Probing
- Redirection of questions
- Defusing emotion
- Appropriate talk/listen ratio
- Balance of participant responses
- Attention and adjustment to learning styles
- Quick thinking and flexibility
- Appropriate use of visual aids to solidify key concepts

Both instructional design methodologies are valid and generally accepted by professional trainers and curriculum designers. Most Sollah workshop-format programs are **video-centered**. Sollah's **custom solutions are designed based on specific client needs and preferences**.

Contact us at clientservices@sollah.com to learn more.