

GUIDE Graduate Certificate — Work Breakdown Structure

PROJECT MANAGEMENT ARTIFACT · ADVANCED INSTRUCTIONAL DESIGN

A 133-line work breakdown structure for a ten-month project to build a four-course graduate certificate in generative AI for instructional design. The WBS decomposes the project into ten phases: three project management phases that run alongside the five ADDIE phases, plus implementation, closeout, and a contingency reserve.

Built in ProjectLibre and exported to Microsoft Project XML. Project period June 1, 2026 through March 15, 2027; budget \$40,000; team of seven roles.

GUIDE was a team simulation completed for a graduate course in advanced instructional design. The client, the sponsor, and the certificate are hypothetical; the project management deliverables are real. I served as project manager.

Yana Rulinsky

Instructional Designer · Project Manager, GUIDE certificate team simulation

yanarulinsky.com

Work Breakdown Structure

GUIDE Graduate Certificate Project · Jun 1, 2026 – Mar 15, 2027 · PM: Yana Rulinsky

WBS	Task	Start	Finish	Days
1	Project Initiation and Governance Package	Jun 1, 2026	Jun 12, 2026	10
1.1	Develop project charter	Jun 1, 2026	Jun 2, 2026	2
1.2	Identify stakeholders	Jun 3, 2026	Jun 4, 2026	2
1.3	Define governance structure	Jun 5, 2026	Jun 8, 2026	2
1.4	Conduct project kickoff meeting	Jun 9, 2026	Jun 10, 2026	2
1.5	Obtain initiation approval	Jun 11, 2026	Jun 12, 2026	2
1.6	<i>Charter Approval and Kickoff [milestone]</i>	Jun 12, 2026	Jun 12, 2026	—
2	Project Planning and Control Package	Jun 15, 2026	Jul 10, 2026	20
2.1	Define project scope	Jun 15, 2026	Jun 17, 2026	3
2.2	Develop WBS	Jun 18, 2026	Jun 23, 2026	4
2.3	Develop project schedule	Jun 24, 2026	Jun 29, 2026	4
2.4	Develop budget and resource plan	Jun 30, 2026	Jul 2, 2026	3
2.5	Develop communication plan	Jul 3, 2026	Jul 6, 2026	2
2.6	Develop quality and risk plans	Jul 7, 2026	Jul 9, 2026	3
2.7	Baseline project plans	Jul 10, 2026	Jul 10, 2026	1
3	Project Monitoring and Reporting Package	Jul 13, 2026	Mar 12, 2027	175
3.1	Conduct weekly status meetings	Jul 13, 2026	Mar 12, 2027	175
3.2	Update risk and issue logs	Jul 13, 2026	Mar 12, 2027	175
3.3	Process change requests	Jul 13, 2026	Mar 12, 2027	175
4	Analysis Phase	Jun 3, 2026	Jul 7, 2026	25
4.1	Needs and Context Analysis Report	Jun 3, 2026	Jun 11, 2026	7
4.1.1	Conduct stakeholder needs assessment	Jun 3, 2026	Jun 4, 2026	2
4.1.2	Analyze learner characteristics and context	Jun 5, 2026	Jun 9, 2026	3
4.1.3	Identify technology and LMS constraints	Jun 10, 2026	Jun 11, 2026	2
4.2	Requirements Traceability Matrix (RTM)	Jun 3, 2026	Jun 5, 2026	3
4.2.1	Identify all project requirements	Jun 3, 2026	Jun 3, 2026	1
4.2.2	Map requirements to deliverables and tests	Jun 4, 2026	Jun 4, 2026	1
4.2.3	Document and baseline RTM	Jun 5, 2026	Jun 5, 2026	1
4.2.4	<i>RTM Written [milestone]</i>	Jun 5, 2026	Jun 5, 2026	—
4.3	SME Onboarding Package	Jun 8, 2026	Jun 15, 2026	6
4.3.1	Identify and recruit faculty SMEs	Jun 8, 2026	Jun 9, 2026	2
4.3.2	Brief SMEs on project scope and timelines	Jun 10, 2026	Jun 11, 2026	2
4.3.3	Define SME review responsibilities	Jun 12, 2026	Jun 15, 2026	2
4.3.4	<i>Needs Analysis + SME Onboarding Complete [milestone]</i>	Jun 15, 2026	Jun 15, 2026	—
4.4	Curriculum Map and Learning Outcomes Report	Jun 16, 2026	Jul 2, 2026	13
4.4.1	Review GenAI instructional design competencies	Jun 16, 2026	Jun 18, 2026	3
4.4.2	Map competencies to four-course sequence	Jun 19, 2026	Jun 23, 2026	3
4.4.3	Finalize module learning outcomes	Jun 24, 2026	Jun 29, 2026	4
4.4.4	Conduct gap analysis and outcome alignment	Jun 30, 2026	Jul 2, 2026	3
4.5	Analysis Sign-Off Package	Jul 3, 2026	Jul 7, 2026	3
4.5.1	Review analysis deliverables with sponsor and SMEs	Jul 3, 2026	Jul 6, 2026	2
4.5.2	Obtain analysis phase approval	Jul 7, 2026	Jul 7, 2026	1
4.5.3	<i>Analysis Phase Sign-Off [milestone]</i>	Jul 7, 2026	Jul 7, 2026	—
5	Design Phase	Jul 8, 2026	Aug 7, 2026	23
5.1	Course Blueprint Package	Jul 8, 2026	Jul 16, 2026	7
5.1.1	Define four-course structure and sequence	Jul 8, 2026	Jul 8, 2026	1

Work Breakdown Structure (continued)

WBS	Task	Start	Finish	Days
5.1.2	Select instructional strategies and GenAI tools	Jul 9, 2026	Jul 10, 2026	2
5.1.3	Design assessment strategy and alignment	Jul 13, 2026	Jul 14, 2026	2
5.1.4	Draft course blueprints for all four modules	Jul 15, 2026	Jul 15, 2026	1
5.1.5	Finalize and document blueprint package	Jul 16, 2026	Jul 16, 2026	1
5.1.6	<i>Course Blueprint Completed [milestone]</i>	Jul 16, 2026	Jul 16, 2026	—
5.2	Assessment and Activity Design Package	Jul 17, 2026	Jul 24, 2026	6
5.2.1	Design discussion and reflection activities	Jul 17, 2026	Jul 20, 2026	2
5.2.2	Design AI-enabled guided practice tasks	Jul 21, 2026	Jul 22, 2026	2
5.2.3	Develop quizzes and knowledge checks	Jul 23, 2026	Jul 24, 2026	2
5.3	Storyboard and Media Design Package	Jul 27, 2026	Aug 3, 2026	6
5.3.1	Create multimedia storyboards for each module	Jul 27, 2026	Jul 28, 2026	2
5.3.2	Draft narration scripts for instructional videos	Jul 29, 2026	Jul 30, 2026	2
5.3.3	Design GenAI-enabled learning activity workflows	Jul 31, 2026	Aug 3, 2026	2
5.4	SME Approved Design Package	Aug 4, 2026	Aug 7, 2026	4
5.4.1	Conduct SME design review session	Aug 4, 2026	Aug 5, 2026	2
5.4.2	Revise design documents based on SME feedback	Aug 6, 2026	Aug 6, 2026	1
5.4.3	Obtain design phase sign-off	Aug 7, 2026	Aug 7, 2026	1
5.4.4	<i>Design Phase Sign Off [milestone]</i>	Aug 7, 2026	Aug 7, 2026	—
6	Development Phase	Aug 10, 2026	Dec 3, 2026	84
6.1	Content Authoring Package	Aug 10, 2026	Aug 26, 2026	13
6.1.1	Draft instructional content for all four modules	Aug 10, 2026	Aug 13, 2026	4
6.1.2	Develop AI learning activity guides and prompts	Aug 14, 2026	Aug 17, 2026	2
6.1.3	Create assessments and assignment materials	Aug 18, 2026	Aug 19, 2026	2
6.1.4	Develop student support and onboarding materials	Aug 20, 2026	Aug 21, 2026	2
6.1.5	Finalize and review all instructional content	Aug 24, 2026	Aug 26, 2026	3
6.2	Accessibility and QA Review Cycle 1 Package	Aug 27, 2026	Sep 3, 2026	6
6.2.1	Conduct accessibility review against WCAG standards	Aug 27, 2026	Aug 27, 2026	1
6.2.2	Add alt text, captions, and formatting corrections	Aug 28, 2026	Aug 28, 2026	1
6.2.3	Verify copyright and privacy compliance	Aug 31, 2026	Aug 31, 2026	1
6.2.4	Conduct content and multimedia QA review	Sep 1, 2026	Sep 1, 2026	1
6.2.5	Document and resolve QA findings	Sep 2, 2026	Sep 3, 2026	2
6.2.6	<i>Accessibility & QA Review Cycle 1 Complete [milestone]</i>	Sep 3, 2026	Sep 3, 2026	—
6.3	LMS Build Package	Sep 4, 2026	Sep 24, 2026	15
6.3.1	Create LMS course shells for all four modules	Sep 4, 2026	Sep 7, 2026	2
6.3.2	Configure course navigation and structure	Sep 8, 2026	Sep 10, 2026	3
6.3.3	Upload instructional content and media	Sep 11, 2026	Sep 15, 2026	3
6.3.4	Configure assignments, discussions, and gradebook	Sep 16, 2026	Sep 21, 2026	4
6.3.5	Integrate approved GenAI tools in LMS	Sep 22, 2026	Sep 24, 2026	3
6.3.6	<i>LMS Build Complete [milestone]</i>	Sep 24, 2026	Sep 24, 2026	—
6.4	Multimedia Production Package	Sep 25, 2026	Nov 10, 2026	33
6.4.1	Record instructional videos for all modules	Sep 25, 2026	Oct 8, 2026	10
6.4.2	Create graphics and visual learning assets	Oct 9, 2026	Oct 15, 2026	5
6.4.3	Edit audio and video productions	Oct 16, 2026	Oct 23, 2026	6
6.4.4	Produce captions and transcripts	Oct 26, 2026	Nov 2, 2026	6
6.4.5	Prepare and export media files for LMS upload	Nov 3, 2026	Nov 10, 2026	6
6.4.6	<i>Multimedia Production Package [milestone]</i>	Nov 10, 2026	Nov 10, 2026	—
6.5	Final Content and QA Review Cycle 2 Package	Nov 11, 2026	Dec 3, 2026	17
6.5.1	Conduct second full accessibility verification	Nov 11, 2026	Nov 16, 2026	4
6.5.2	Conduct final content accuracy review	Nov 17, 2026	Nov 20, 2026	4

Work Breakdown Structure (continued)

WBS	Task	Start	Finish	Days
6.5.3	Conduct final multimedia QA review	Nov 23, 2026	Nov 26, 2026	4
6.5.4	Document and finalize QA review reports	Nov 27, 2026	Dec 3, 2026	5
6.5.5	<i>Content Development + Multimedia Production Complete [milestone]</i>	Dec 3, 2026	Dec 3, 2026	—
7	Implementation Phase	Dec 4, 2026	Feb 5, 2027	46
7.1	Faculty Facilitation Guide	Dec 4, 2026	Dec 8, 2026	3
7.1.1	Draft facilitation guide	Dec 4, 2026	Dec 4, 2026	1
7.1.2	Review with faculty	Dec 7, 2026	Dec 7, 2026	1
7.1.3	Finalize guide	Dec 8, 2026	Dec 8, 2026	1
7.2	Pilot Testing Report	Dec 9, 2026	Dec 17, 2026	7
7.2.1	Recruit pilot student group	Dec 9, 2026	Dec 10, 2026	2
7.2.2	Conduct pilot testing	Dec 11, 2026	Dec 15, 2026	3
7.2.3	Analyze pilot feedback	Dec 16, 2026	Dec 16, 2026	1
7.2.4	Finalize pilot testing report	Dec 17, 2026	Dec 17, 2026	1
7.2.5	<i>Pilot Testing Complete [milestone]</i>	Dec 17, 2026	Dec 17, 2026	—
7.3	Governance Approvals	Dec 18, 2026	Jan 5, 2027	13
7.3.1	Submit to Curriculum Committee	Dec 18, 2026	Dec 18, 2026	1
7.3.2	Obtain Academic Dean approval	Dec 21, 2026	Dec 28, 2026	6
7.3.3	Obtain Sponsor final approval	Dec 29, 2026	Jan 5, 2027	6
7.3.4	<i>Governance Approval Package Complete [milestone]</i>	Jan 5, 2027	Jan 5, 2027	—
7.4	Certificate Launch Package	Jan 6, 2027	Feb 5, 2027	23
7.4.1	Prepare launch materials	Jan 6, 2027	Jan 12, 2027	5
7.4.2	Configure LMS for launch	Jan 13, 2027	Jan 15, 2027	3
7.4.3	Final readiness check	Jan 18, 2027	Jan 25, 2027	6
7.4.4	Assemble launch documentation	Jan 26, 2027	Feb 2, 2027	6
7.4.5	Deliver launch package to sponsor	Feb 3, 2027	Feb 5, 2027	3
7.4.6	<i>Certificate Launch [milestone]</i>	Feb 5, 2027	Feb 5, 2027	—
8	Evaluation Phase	Feb 8, 2027	Feb 19, 2027	10
8.1	Final Evaluation Report	Feb 8, 2027	Feb 19, 2027	10
8.1.1	Analyze learner performance data	Feb 8, 2027	Feb 11, 2027	4
8.1.2	Compile evaluation findings	Feb 12, 2027	Feb 17, 2027	4
8.1.3	Finalize evaluation report	Feb 18, 2027	Feb 19, 2027	2
8.1.4	<i>Final Evaluation report [milestone]</i>	Feb 19, 2027	Feb 19, 2027	—
9	Project Closeout Package	Feb 22, 2027	Mar 15, 2027	16
9.1	Archive project documents	Feb 22, 2027	Mar 2, 2027	7
9.2	Conduct lessons learned meeting	Mar 3, 2027	Mar 9, 2027	5
9.3	Obtain formal project closure	Mar 10, 2027	Mar 15, 2027	4
9.4	<i>Project Closeout [milestone]</i>	Mar 15, 2027	Mar 15, 2027	—

How to read this WBS

Structure

Level 1 is the project. Level 2 rows, shaded, are the ten phase-level work packages. Levels 3 and 4 are the deliverable and task rows that roll up into them. Numbering follows the outline positions exported from ProjectLibre.

Phases 1 through 3 run continuously

Project initiation, planning and control, and monitoring and reporting are not sequential stages that finish before design begins. Phase 3 in particular spans July 2026 through March 2027, because weekly status meetings, the risk and issue log, and change request processing run for the life of the project.

Phases 4 through 8 are ADDIE

Analysis, design, development, implementation, and evaluation. Each ends in a signed phase gate rather than a handoff, which is why every phase carries an approval task and a zero-duration milestone.

Milestones carry no duration and no cost

They are tracking events. They appear in italics with an em dash in the days column.

Days are working days

Durations were exported in hours on an eight-hour day and converted here. Start and finish dates come from the ProjectLibre schedule and account for weekends.

Team

Seven roles: project manager, two instructional designers, a subject matter expert, LMS and technology support, a multimedia producer, and an accessibility and QA reviewer. Roles are shown rather than individuals; the responsibility assignment matrix in the companion document maps every work package to its R, A, C, and I roles.