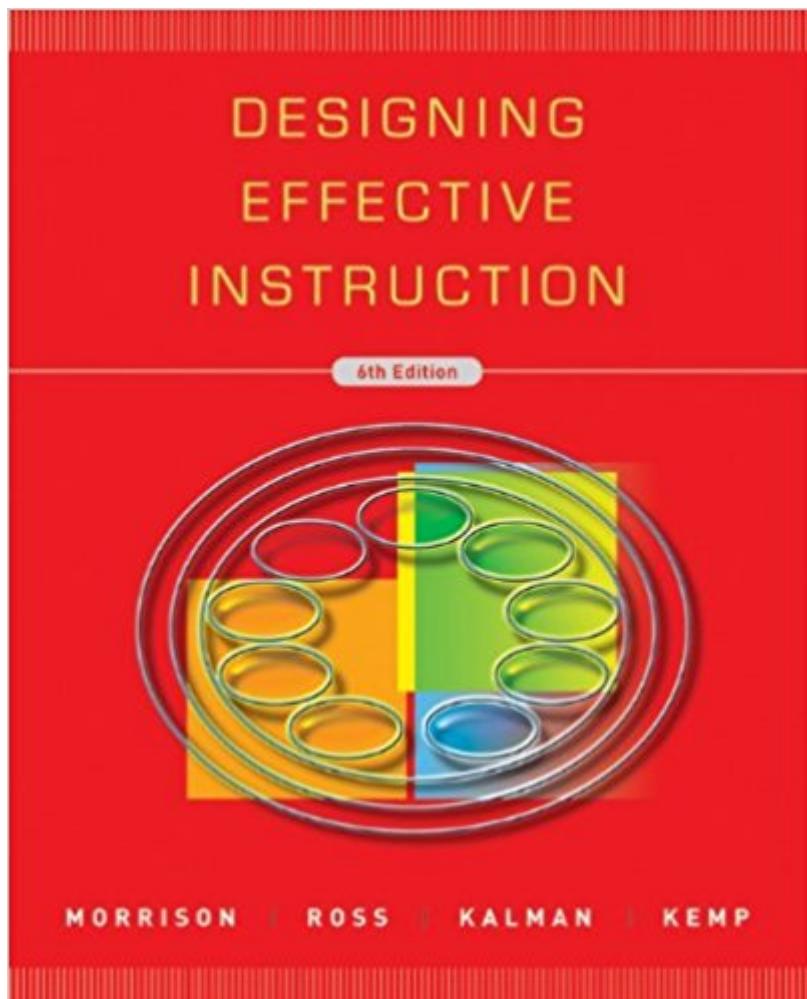


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# Designing Effective Instruction



## **Synopsis**

Updated and revised, the sixth edition equips educators with practical skills for successful instructional design. Two new chapters have been added to offer the most current information in the field. One addresses the unique design challenges and opportunities when working with different technologies. It also illustrates how to apply and adapt the design model when working with these technologies. The other presents a combination of information on the ID proposal and project management. A new section also discusses the alternatives to the traditional design process. In addition, educators will find more information about the role of the designer, which they'll be able to apply in the classroom.

## **Book Information**

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## **Customer Reviews**

This time-tested resource has been updated to include reference to current paradigmatic trends and issues in the field of instructional design, and current "Expert Edge" inserts offer new instructional designers the experience of small cases of interest in practice today. The authors are recognized in the field of educational technology, and there are many inserts from the leaders in field and design practice in the text to provide instructors and learners with contextual examples of design issues. By using a non-linear design model as a vehicle from which learners can generate an understanding of the systems approach to design, constructivist instructors and learners can create their own understanding of the design process. The business context of the work might distract some, but a closer look reveals many principles of good design that apply to any systematic or recursive design approach to a cognitive learning design process. It would be great to see topics on the leadership of

instruction design in the organizational sense added as a chapter to this book, or to see the book integrate with web based information for use in online graduate programs, but the reference is already pretty substantial, in a good way. I intend to use this book in both my online and face to face graduate courses on instructional design - and I think I will use some of it with my undergraduate teacher preparation and education leadership students, as it is a great resource to introduce the instructional design process and roles to administrators in the knowledge era. In my opinion, this book remains helpful as a good part of a quality, updated resource for online graduate course work targeted primarily for beginning instructional designers.

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