

# Instructional Design and Technical Communications

By  
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# Who We Are? CEIR

- The **Center for Education and Information Resources (CEIR)** is responsible for providing:
  - comprehensive and advanced technology solutions
  - research and implementation of:
    - student application software
    - online assessment software
    - state-of-the-art classroom instructional technology
- The CEIR also provides
  - information and resources
  - instructional design
  - educational media
  - distance education

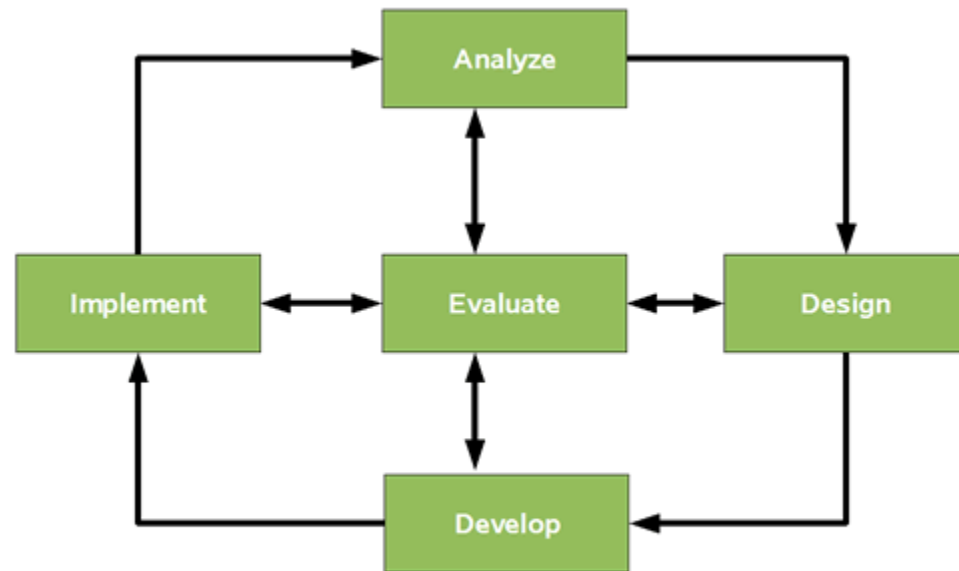
# What is Instructional Design?

**Instructional Design** is a systematic process used to produce effective instruction.

## **Major Aims of the Instructional Design Process**

- Identify Outcomes of Instruction
- To guide the development and implementation of instructional content (scope and sequence)
- To evaluate the effectiveness of instruction

# Instructional Design Steps



# Instructional Design Services 1

- Assist with identifying course goals and objectives
- Assist with writing objectives
- Assist with use of the course development checklist
- Identify existing and potential resources for course development
- Recommend best use guidelines for maximizing learning with multimedia and graphics resources
- Assist with course development and project management
- Provide an overview of software, multimedia and instructional tools available and make recommendations

# Instructional Design Services 2

- Assist with the use of the CEIR course template and customize the template as needed
- Identify choices available for assessment, discussions, group work, projects, self tests, exams, etc
- Assist with creating module outlines.
- Assist with or develop discussion guidelines, rubrics, etc
- Suggest active learning strategies for all delivery systems
- Assist with development of formative and summative evaluation, survey administration and results analysis

# What Gets Produced

**Instructional Developers/Designers** use writing and technical communications in our instructional design work in these areas:

- **Course Development**
  - Course Documents – Handouts and Outlines
  - Course Assignment Instructions
- **Project Management**
  - Project Reports
  - Action Plans
  - Annual Reports
- **Course/Departmental Communications**
  - Formal announcement emails to faculty regarding resources, training, research, etc.

# Questions?

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- **Thank You!**