

**GEORGE MASON UNIVERSITY  
COLLEGE OF EDUCATION AND HUMAN DEVELOPMENT  
GRADUATE SCHOOL OF EDUCATION  
Instructional Design and Technology (IDT)**

EDIT 705 DL1: Instructional Design  
3 Credits, Spring 2015

**PROFESSOR(S):**

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**COURSE DESCRIPTION:**

**A. Prerequisites/Corequisites**

None

**B. University Catalog Course Description**

Helps students analyze, apply, and evaluate principles of instructional design to develop education and training materials spanning a wide range of knowledge domains and instructional technologies. Focuses on variety of instructional design models, with emphasis on recent contributions from cognitive science and related fields

**C. Expanded Course Description**

This course is designed to teach the fundamentals of instructional design, including the principles of learning theory and instructional strategies that are relevant to instructional design. Students will learn the purpose and approach to completing each phase of the instructional design process and will produce a set of outputs from each of these phases in accordance with the requirements specified in a final course project.

**DELIVERY METHOD:**

This course will be delivered online using an **asynchronous** (not “real time”) format via the Blackboard learning management system (LMS) housed in the MyMason portal. There will be one (1) **mandatory** web conferencing session on **Tuesday, January 20, 7:30-9:30 PM EST** via the Blackboard Collaborate tool that is part of the LMS. You will log in to the Blackboard course site using your Mason email name (everything before “@masonlive.gmu.edu) and email password. The course site will be available on Monday, January 19 at 6:00 PM EST.

## TECHNICAL REQUIREMENTS:

To participate in this course, students will need the following resources:

- High-speed Internet access with a standard up-to-date browser, either Internet Explorer or Mozilla Firefox. Opera and Safari are **not** compatible with Blackboard;
- Consistent and reliable access to their GMU email and Blackboard, as these are the official methods of communication for this course
- Students may be asked to create logins and passwords on supplemental websites and/or to download trial software to their computer or tablet as part of the course requirements.
- The following software plug-ins for PCs and Macs respectively, available for free downloading by clicking on the link next to each plug-in:
  - Adobe Acrobat Reader: <http://get.adobe.com/reader/>
  - Windows Media Player: <http://windows.microsoft.com/en-US/windows/download-windows-media-player>
  - Apple QuickTime Player: <http://www.apple.com/quicktime/download/>
- A headset microphone for use with the Blackboard Collaborate web conferencing tool

## EXPECTATIONS:

- **Course Week:** Because asynchronous courses do not have a “fixed” meeting day, our week will **start** on Monday, and **finish** on Sunday.
- **Log-in Frequency:** Students must actively check the course Blackboard site and their GMU email for communications from the instructor. At a **minimum** this should be **three (3)** times per week.
- **Participation:** Students are expected to actively engage in all course activities throughout the semester, which include viewing of all course materials, completing course activities and assignments, and participating in course discussions and group interactions.
- **Technical Competence:** Students are expected to demonstrate competence in the use of all course technology. Students are expected to seek assistance if they are struggling with technical components of the course.
- **Technical Issues:** Students should expect that they could experience some technical difficulties at some point in the semester and should, therefore, budget their time accordingly. Late work will not be accepted based on individual technical issues.
- **Workload:** Expect to log in to this course **at least three (3) times a week** to read announcements, participate in the discussions, and work on course materials. Remember, this course is **not** self-paced. There are **specific deadlines** and **due dates** listed in the **COURSE SCHEDULE** section of this syllabus to which you are expected to adhere. It is the student’s responsibility to keep track of the weekly course schedule of topics, readings, activities and assignments due.
- **Advising:** If you would like to schedule a one-on-one meeting to discuss course requirements, content or other course-related issues, and you are unable to come to the Mason campus, we can meet via telephone or web conference. Send me an email to

schedule your one-on-one session and include your preferred meeting method and suggested dates/times.

- **Netiquette:** Our goal is to be **collaborative**, not combative. Experience shows that even an innocent remark in the online environment can be misconstrued. I suggest that you always re-read your responses carefully before you post them to encourage others from taking them as personal attacks. **Be positive in your approach to others and diplomatic with your words.** I will do the same. Remember, you are not competing with each other but sharing information and learning from one another as well as from the instructor.

### **LEARNER OUTCOMES:**

At the conclusion of this course, students will be able to:

- Define instructional design
- Compare and contrast various models of instructional design
- Analyze and discuss various learning theories and how they relate to instructional design
- Collect and analyze data to identify an instructional need
- Conduct learner and contextual analyses
- Conduct task analysis
- Write measurable instructional/performance objectives
- Analyze and discuss instructional strategies used for various types of learning
- Define formative and summative evaluation
- Create an instructional design document (IDD) that provides a solution to an instructional problem/need
- Produce a rudimentary prototype of a design concept using electronic media of choice (e.g., PowerPoint, Camtasia, Dreamweaver, Articulate)

### **PROFESSIONAL STANDARDS:**

#### **A. 2012 International Board of Standards for Training, Performance and Instruction ([IBSTPI](#)), Instructional Design Competencies**

- Professional foundations
  1. Communicate effectively in visual, oral and written form
- Planning and analysis
  7. Identify and describe target population and environmental characteristics
  8. Select and use analysis techniques for determining instructional content
  9. Analyze the characteristics of existing and emerging technologies and their potential use
- Design and development
  10. Use an instructional design and development process appropriate for a given project
  11. Organize instructional programs and/or products to be designed, developed, and evaluated
  12. Design instructional interventions
  14. Select or modify existing instructional materials
  15. Develop instructional materials

16. Design learning assessment

**B. American Society for Training and Development ([ASTD](#)), Instructional Design Competencies**

- Identify appropriate learning approach
- Collaborate with others
- Design a curriculum, program or learning solution
- Design instructional material
- Analyze and select technologies
- Develop instructional materials
- Evaluate learning design

**REQUIRED TEXTS:**

Morrison, G.R., Ross, S.M., Kalman, H.K., & Kemp, J.E. (2013). *Designing effective instruction* (7<sup>th</sup> edition). Hoboken: John Wiley & Sons

Ertmer, P.A., Quinn, J.A., & Glazewski, K.D. (2013). *The ID casebook: Case studies in instructional design* (4<sup>th</sup> edition). Upper Saddle River: Pearson

**COURSE ASSIGNMENTS AND EXAMINATIONS:**

**1. Bb Collaborate Web Conferencing Sessions (5 points)**

One of our two synchronous sessions is mandatory. Students are expected to attend and actively participate in the mandatory session per the session agenda that will be posted on Bb prior to the session date. The sessions are as follows:

- a. **Kick-off session, January 20, mandatory, 5 points**
- b. Open Mic Night, March 2 (optional)

**2. Practitioner Profile (Individual Assignment) (10 points)**

- a. Identify **one** individual who serves (or has served) as an instructional/training designer in your organization (or at a former employer-organization). **Note:** The person does **not** have to have the title of Instructional/Training Designer, but must have served in that capacity. If you are a member of any of the Instructional Design groups on [LinkedIn](#), you can select a practitioner from one of those groups. If you already have instructional design experience, select a designer with more (or for those with many years of experience) or less experience than yourself.
- b. **Interview** that individual – phone, electronic survey, or face-to-face – and collect the following information:
  - i. Educational background, ID experience and credentials/certifications, current responsibilities
  - ii. Most successful and least successful ID project (and **reasons why**)
  - iii. Professional advice/lessons learned that he/she would like to share with others
  - iv. Your own net impressions/take-aways from the interview experience in which you go **beyond** what the interviewee said and **add your own thoughts and analysis**
- c. Prepare a **short summary** (circa. 2-3 pages, single spaced) of the interview for posting to the **ASSIGNMENTS** link on the Blackboard course web site.

- d. In addition, upload a copy of your Practitioner Profile to the designated forum of the Blackboard **DISCUSSION BOARD**.
  - e. You may use **either** [APA-style](#) formatting **or** the document format used at your place of work. For more information on how this assignment is evaluated, please consult the *Practitioner Profile Grading Rubric* posted on our Blackboard course site.
  - f. **Note: Late assignments will be penalized 10%.**
3. **Instructional Design Case Study Panel Discussions (Group Assignment) (20 points)**
- a. There are five cases from the Ertmer, Quinn & Glazewski text that we will discuss in this class, with each case drawn from various education/training settings and addressing various instructional design issues:
    - Case Study #5: *Sandra Sanchez and Vincent Peters: Helping a School Prepare a for a New Mandate* (K-12, ID Credibility)
    - Case Study #28: *Natalie Morales: Managing Training in a Manufacturing Setting* (Corporate, Learner and Contextual Analyses)
    - Case Study #19: *Abby Carlin: Documenting Processes in a Manufacturing Setting* (Corporate, Task Analysis)
    - Case Study #18: *Frank Tawl and Semra Senbetto: Designing Curriculum for Southeast Asian Trainers* (Post-secondary Education, Evaluation)
    - Case Study #30: *Jack Waterkamp: Managing Scope Change in an Instructional Design Project* (Corporate, Project Management)
  - b. Each case study discussion will be led by a panel of 4-5 students who will sign up for the case study of their choice via the **MY GROUPS** link in the left-hand navigation menu of our Bb course site. This is **first-come-first serve**, so decide fairly quickly in order to get your first topic choice.
  - c. Each case study panel will be assigned a private work area in Bb so that members can collaborate virtually. I will monitor but not participate in each panel's private collaborations, to ensure that everyone stays on track and contributes his/her fair share to the process.
  - d. Discussion forums have been created on our Bb course site for each of the case studies.
  - e. In addition to serving as a panelist for one (1) case study, each student will be a discussion **participant** for each of the four remaining case studies. Thus, at the end of the course, each student will have participated in a **total of five case studies, once as a panelist and four times as a discussion participant**.
  - f. For detailed instructions about preparing for the case study discussions, along with some examples of panel postings from previous EDIT 705 panels, please review the *Panel Discussion Preparation Guidelines* document under the **RESOURCES** link of our course site.
  - g. As noted in the Course Schedule section of this syllabus and in the **COURSE-AT-A-GLANCE** area on our Bb course site, panelists must post their case study analysis and perspectives/discussion questions by 11:59 PM Monday of the week they are scheduled to lead the case study discussion.
  - h. All discussion postings (panelists and non-panelists) will be evaluated based on the quality of those postings, whether the postings were timely and met the deadlines indicated in our course schedule/calendar, and the ability of your postings to motivate

others in a collaborative effort. For more information on how discussion response quality is evaluated, please consult the *Case Study Panel Discussions Grading Rubric* posted to the Bb course site.

**Note: Postings made after a discussion week has ended will receive zero points.**

4. **Instructional Design Document (IDD) & Prototype Presentation– Team Project (50 points)**

• ***Instructional Design Document (40 points)***

- a. Working in teams of **3-4 members** (you may keep the same team members from your Panel groups or you may opt to work with entirely different people), students will develop an instructional design document (IDD) which will detail their approach to development of the prototype instructional module prior to its actual development.
- b. The **topic** will be determined **by the team collaboratively**. If there are particular topics that interest you, I would suggest you send a note to your fellow course members via Bb email to see if anyone else is interested in working with you on that topic. Once you've formed your teams, send me a note via Bb email so that I can create your private team spaces in Bb. For those who have no preferences in terms of topic and/or team mate, I will assign you to teams based on current/planned career interests that you mentioned in your bio.
- c. The IDD will present the design concept and related materials in a professionally-polished document to the instructor. The design document will include the following components:
  - i. Instructional Problem Definition
  - ii. Learner and Contextual Analysis
  - iii. Task Analysis
  - iv. Instructional Objectives
  - v. Instructional Approach (Sequencing, Strategies, Messages)
  - vi. Limitations/constraints
  - vii. Instructional Materials (Sample storyboards, flowcharts)
  - viii. Formative & Summative Evaluation Plan

• ***Prototype Presentation (10 points)***

- a. The prototype presentation will consist of an online **demonstration** of the rudimentary prototype of the instructional module outlined in the instructional design document. The demonstration should clearly convey ...
    - i. Scope of the prototype (e.g., topic, lesson, module, course)
    - ii. Electronic media selected
    - iii. Sample assessment items
    - iv. Navigational layout
    - v. Essence of the design idea that **persuades the client** that this solution is the optimum choice based on the content of your IDD
- Have one representative of your team upload your IDD and Prototype Presentation (or Prototype URL if you have created a multimedia prototype) to the **ASSIGNMENTS** link. Make sure to upload all of your documents **before** you click SUBMIT. In addition, upload

your Prototype Presentation (or its URL) – **do not upload the IDD** - to the designated forum on the **DISCUSSION BOARD**.

- Examples of previous IDD's and prototype presentations are posted in the *Exemplary Projects* sub-folder under the **RESOURCES** link on the Bb course site.
- Please review the *Instructional Design Document & Prototype Presentation Grading Rubric* at the end of this syllabus and on the Bb course site as you develop your team projects.
- **Note: Late assignments will be penalized 10%. Assignments submitted after May 10 will receive zero points.**

#### 5. Peer Reviews of IDD Components (15 points)

- a. There will be a total of five (5) peer reviews conducted throughout the semester, reflecting the iterative nature of the instructional design process. Each student will be asked to provide constructive evaluative feedback to other teams as you work on the various components of the IDD:
  - i. Peer Review #1: Problem Definition
  - ii. Peer Review #2: Learner and Contextual Analysis
  - iii. Peer Review #3: Task Analysis
  - iv. Peer Review #4: Instructional Approach, Limitations/Constraints, Materials
  - v. Peer Review #5: Formative & Summative Evaluation Plan
- b. Your feedback will be based on the relevant criteria set down in the *Instructional Design Document & Prototype Presentation Grading Rubric*, a copy of which is at the end of this Syllabus as well as on the Bb course site.
- c. All peer reviews will be conducted online using the Bb Discussion Board. Please consult the *Student Guidelines for Peer Reviews* posted in the **RESOURCES** section of the Bb course site for more information about providing feedback to the other teams.
- d. Instructor comments on each of the documents submitted for peer review will be posted to your **private Team spaces**, so as not to unduly influence the feedback of fellow course members.
- e. **Note: Postings made after a peer review week has ended will receive zero points.**

**Total Possible Points for all Deliverables: 100**

#### GRADING POLICIES

- **General information:** The evaluation of student performance is related to the student's demonstration of the course outcomes. All work is evaluated on its relevance to the specific assignment, comprehensiveness of information presented, specificity of application, clarity of communication, and the analytical skills utilized, as documented in the respective grading rubrics at the end of this syllabus and on the Bb course site.
- **Group assignments:** Note that the grading rubrics for the group assignments evaluate both the assignment deliverables **and** each team member's individual contribution to the assignment. Your individual contribution is based on the content and activity in the private team areas in Bb, as well as on the results of the two (2) Team Member Effectiveness surveys

that will be conducted during the semester. As such, an **individual student's scores may differ from the assignment deliverable scores.**

- **Mid-semester** feedback: At the end of Week 7 of the course, you will have an opportunity to anonymously provide your feedback to the instructor about what is (not) working for you in the course, along with your ideas as to how the course may be improved. Those preferring a one-on-one consultation with the instructor may make an appointment for a web conference or phone conference.
- **Grading scale:** The grading scale used in this course is the official George Mason University scale for graduate-level courses. Decimal percentage values  $\geq .5$  will be rounded up (e.g., 92.5% will be rounded up to 93%); decimal percentage values  $< .5$  will be rounded down (e.g., 92.4% will be rounded down to 92%).

Letter Grade	Total Points Earned
A	93%-100%
A-	90%-92%
B+	88%-89%
B	83%-87%
B-	80%-82%
C	70%-79%
F	<70%

## GMU POLICIES AND RESOURCES FOR STUDENTS

- Students must adhere to the guidelines of the George Mason University Honor Code (See <http://oai.gmu.edu/the-mason-honor-code/>).
- Students must follow the university policy for Responsible Use of Computing (See <http://universitypolicy.gmu.edu/policies/responsible-use-of-computing/>).
- Students are responsible for the content of university communications sent to their George Mason University email account and are required to activate their account and check it regularly. All communication from the university, college, school, and program will be sent to students solely through their Mason email account.
- The George Mason University Counseling and Psychological Services (CAPS) staff consists of professional counseling and clinical psychologists, social workers, and counselors who offer a wide range of services (e.g., individual and group counseling, workshops and outreach programs) to enhance students' personal experience and academic performance (See <http://caps.gmu.edu/>).
- Students with disabilities who seek accommodations in a course must be registered with the George Mason University Office of Disability Services (ODS) and inform their instructor, in writing, at the beginning of the semester (See <http://ods.gmu.edu/>).
- Students must follow the university policy stating that all sound emitting devices shall be turned off during class unless otherwise authorized by the instructor.
- The George Mason University Writing Center staff provides a variety of resources and services (e.g., tutoring, workshops, writing guides, handbooks) intended to support students as they work to construct and share knowledge through writing (See <http://writingcenter.gmu.edu/>).

## PROFESSIONAL DISPOSITIONS

Students are expected to exhibit professional behaviors and dispositions at all times.

## CORE VALUES COMMITMENT

The College of Education & Human Development is committed to collaboration, ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles: <http://cehd.gmu.edu/values/>.

For additional information on the College of Education and Human Development, Graduate School of Education, please visit our website <http://gse.gmu.edu/>.

## COURSE SCHEDULE:

DATE	TOPIC/LEARNING EXPERIENCES	READINGS AND ASSIGNMENTS
Week 1 01/20- 01/25 <b>Monday, Jan. 19, MLK Day, No Classes</b>	<b>TOPIC: COURSE KICK-OFF AND GETTING ACQUAINTED</b> <ul style="list-style-type: none"><li>• Web conference via Blackboard Collaborate on <b>Tuesday, January 20, 7:30-9:30 PM EST [Attendance Required]</b><ul style="list-style-type: none"><li>○ Introductions</li><li>○ Review of syllabus, course requirements, deliverables</li><li>○ Bb course site structure</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Click on the <b>COURSE-AT-A-GLANCE</b> link in the left-hand navigation menu bar and select the <b>Week 1</b> link. [Note: All of the following assignments/activities are accessible via the Week 1 link.]</li><li>• Read the Week 1 Learning Outcomes</li><li>• View the video <i>Instructional Design Overview</i></li><li>• Complete the assigned readings<ul style="list-style-type: none"><li>○ Chapter 1 in Morrison, Ross, Kalman &amp; Kemp</li><li>○ Part I, pp. 2-11 and Case #5, pp. 51-62 in Ertmer, Quinn &amp; Glazewski</li></ul></li><li>• Click on the <b>GROUPS</b> link in the left-hand navigation menu bar of our Bb course site and sign up for one (1) of the <i>Case Study</i> discussion topics for which you would like to be a discussion panelist. This is first-come-first serve, so decide fairly quickly in order to get your first choice topic. Sign-ups for all five topics to be completed by <b>01/22</b></li></ul>

DATE	TOPIC/LEARNING EXPERIENCES	READINGS AND ASSIGNMENTS
<p><b>Week 2</b> <b>01/26-</b> <b>02/01</b></p>	<p><b>TOPIC: THE INSTRUCTIONAL DESIGN PROFESSION</b></p> <ul style="list-style-type: none"> <li>• Case Study #5 non-panelist comments throughout the week</li> <li>• Start thinking about your IDD project team member preferences</li> <li>• Explore the <i>Project Documents</i> sub-folder under the <b>RESOURCES</b> link</li> <li>• View previous EDIT 705 projects in the <i>Exemplary Projects</i> sub-folder under the <b>RESOURCES</b> link</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Leaders</b> of the Case Study #5 discussion to post their perspectives/questions to the relevant forum under the <b>DISCUSSION BOARD</b> link in the left-hand navigation menu of our Bb course site by <b>01/26</b></li> <li>• Click on the <b>COURSE-AT-A-GLANCE</b> link in the left-hand navigation menu bar and select the <b>Week 2</b> link. [<b>Note:</b> All of the following assignments/activities are accessible via the Week 2 link.]</li> <li>• Read the Week 2 Learning Outcomes</li> <li>• View the video <i>To Instruct or Not to Instruct</i></li> <li>• Complete the assigned readings <ul style="list-style-type: none"> <li>○ Chapter 2 in Morrison, Ross, Kalman &amp; Kemp</li> </ul> </li> <li>• Send your project team member preferences to the instructor via Bb email by <b>02/01</b></li> </ul>
<p><b>Week 3</b> <b>02/02-</b> <b>02/08</b></p>	<p><b>TOPIC: INSTRUCTIONAL PROBLEM DEFINITION</b></p> <ul style="list-style-type: none"> <li>• Begin using private team discussion and collaboration tools in Bb</li> <li>• Conduct a virtual kick-off meeting to determine your project topic</li> <li>• Draft your team's Instructional Problem Definition</li> <li>• Review the <i>Student Guidelines for Peer Reviews</i> posted in the <b>RESOURCES</b> section of the Bb course site</li> </ul>	<ul style="list-style-type: none"> <li>• Click on the <b>COURSE-AT-A-GLANCE</b> link in the left-hand navigation menu bar and select the <b>Week 3</b> link. [<b>Note:</b> All of the following assignments/activities are accessible via the Week 3 link.]</li> <li>• Read the Week 3 Learning Outcomes</li> <li>• View the video <i>Learner &amp; Contextual Analysis</i></li> <li>• Complete the assigned readings <ul style="list-style-type: none"> <li>○ Chapter 3 in Morrison et al</li> <li>○ Case Study #28, pp. 247-253 in Ertmer, Quinn &amp; Glazewski</li> </ul> </li> <li>• Have one representative of your team post your draft Instructional Problem Definition to the <b>Peer Review #1</b> discussion forum on the Bb <b>DISCUSSION BOARD</b> by <b>02/08</b></li> </ul>

DATE	TOPIC	ASSIGNMENT
<p><b>Week 4</b> <b>02/09-</b> <b>02/15</b></p>	<p><b>TOPIC: LEARNER AND CONTEXTUAL ANALYSIS- WORKPLACE CONTEXTS AND SETTINGS</b></p> <ul style="list-style-type: none"> <li>• Case Study #28 comments throughout the week</li> <li>• Peer Review #1 comments throughout the week <ul style="list-style-type: none"> <li>○ Be sure to use the relevant criteria in the <i>Instructional Design Document &amp; Prototype Presentation Grading Rubric</i> to substantiate your comments</li> </ul> </li> <li>• Revise Instructional Problem Definition based on peer review comments and instructor feedback</li> <li>• Draft your Learner &amp; Contextual Analysis</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Leaders</b> of the Case Study #28 discussion to post their perspectives/questions by <b>02/09</b></li> <li>• Click on the <b>COURSE-AT-A-GLANCE</b> link in the left-hand navigation menu bar and select the <b>Week 4</b> link. [<b>Note:</b> All of the following assignments/activities are accessible via the Week 4 link.]</li> <li>• Read the Week 4 Learning Outcomes</li> <li>• View the video <i>Overview of Task Analysis</i></li> <li>• Complete the assigned readings <ul style="list-style-type: none"> <li>○ Chapter 4 in Morrison et al</li> </ul> </li> <li>• Have one representative of your team post your draft Learner &amp; Contextual Analysis to the <b>Peer Review #2</b> discussion forum on the Bb <b>DISCUSSION BOARD</b> by <b>02/15</b></li> </ul>
<p><b>Week 5</b> <b>02/16-</b> <b>02/22</b></p>	<p><b>TOPIC: TASK ANALYSIS- INTRODUCTION</b></p> <ul style="list-style-type: none"> <li>• Peer Review #2 comments throughout the week <ul style="list-style-type: none"> <li>○ Be sure to use the relevant criteria in the <i>Instructional Design Document &amp; Prototype Presentation Grading Rubric</i> to substantiate your comments</li> </ul> </li> <li>• Revise Learner &amp; Contextual Analysis based on peer review comments and instructor feedback</li> <li>• Draft your Task Analysis</li> </ul>	<ul style="list-style-type: none"> <li>• Click on the <b>COURSE-AT-A-GLANCE</b> link in the left-hand navigation menu bar and select the <b>Week 5</b> link. [<b>Note:</b> All of the following assignments/activities are accessible via the Week 5 link.]</li> <li>• Read the Week 5 Learning Outcomes</li> <li>• Review the Web page <a href="#">Perform a Task Analysis</a></li> <li>• Complete the assigned readings <ul style="list-style-type: none"> <li>○ Case Study #19, pp. 186-189 in Ertmer, Quinn &amp; Glazewski</li> </ul> </li> <li>• Have one representative of your team post your draft Task Analysis to the <b>Peer Review #3</b> discussion forum on the Bb <b>DISCUSSION BOARD</b> by <b>02/22</b></li> </ul>

DATE	TOPIC	ASSIGNMENT
<b>Week 6</b> <b>02/23-</b> <b>03/01</b>	<b>TOPIC: TASK ANALYSIS-METHODS, CHOICES</b> <ul style="list-style-type: none"> <li>• Case Study #19 comments throughout the week</li> <li>• Peer Review #3 comments throughout the week <ul style="list-style-type: none"> <li>○ Be sure to use the relevant criteria in the <i>Instructional Design Document &amp; Prototype Presentation Grading Rubric</i> to substantiate your comments</li> </ul> </li> <li>• Revise Task Analysis based on peer review comments and instructor feedback</li> <li>• Finalize your Practitioner Profile assignment</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Leaders</b> of the Case Study #19 discussion to post their perspectives/questions by <b>02/23</b></li> <li>• Click on the <b>COURSE-AT-A-GLANCE</b> link in the left-hand navigation menu bar and select the <b>Week 6</b> link. [Note: All of the following assignments/activities are accessible via the Week 6 link.]</li> <li>• Read the Week 6 Learning Outcomes</li> <li>• Upload <b>Practitioner Profile</b> to <b>both</b> the <b>Assignments</b> link <b>and</b> the relevant discussion forum on the <b>DISCUSSION BOARD</b> in Bb by <b>03/01</b></li> <li>• Complete the <b>Team Member Effectiveness: Round 1</b> survey, the link to which will be emailed to you, by <b>03/01</b></li> </ul>
<b>Week 7</b> <b>03/02-</b> <b>03/08</b>	<b>TOPIC: KNOWLEDGE-SHARING WEEK</b> <ul style="list-style-type: none"> <li>• <b>Open Mic Night:</b> Monday, March 2, 7:30-8:30 PM via Bb Collaborate for course questions, review (<b>attendance optional</b>)</li> <li>• Comments on Practitioner Profiles throughout the week</li> <li>• Conduct a team process review meeting in your private Team spaces using the your team's summary results from the Team Member Effectiveness: Round 1 survey posted to your private File Exchange, and the Team Process Review Questions posted in the <i>Project Documents</i> sub-folder under the <b>RESOURCES</b> link</li> </ul>	<ul style="list-style-type: none"> <li>• Click on the <b>COURSE-AT-A-GLANCE</b> link in the left-hand navigation menu bar and select the <b>Week 7</b> link. [Note: All of the following assignments/activities are accessible via the Week 7 link.]</li> <li>• Read the Week 7 Learning Outcomes</li> <li>• View the video <i>Writing Instructional Objectives</i></li> <li>• Complete the assigned readings <ul style="list-style-type: none"> <li>○ Chapter 5 in Morrison et al</li> <li>○ Read <a href="#">Techniques &amp; Methods for Writing Objectives/Performance Outcomes</a></li> </ul> </li> <li>• Complete the anonymous <b>Mid-Semester Feedback</b> survey on Bb by <b>03/08</b></li> </ul>
<b>Week 8</b> <b>03/09-</b> <b>03/15</b>	<b>SPRING BREAK – NO CLASSES</b>	

DATE	TOPIC	ASSIGNMENT
<p><b>Week 9</b> <b>03/16-</b> <b>03/22</b></p>	<p><b>TOPIC: INSTRUCTIONAL OBJECTIVES</b></p> <ul style="list-style-type: none"> <li>• Draft your Instructional Objectives</li> </ul>	<ul style="list-style-type: none"> <li>• Click on the <b>COURSE-AT-A-GLANCE</b> link in the left-hand navigation menu bar and select the <b>Week 9</b> link. [Note: All of the following assignments/activities are accessible via the Week 9 link.]</li> <li>• Read the Week 9 Learning Outcomes</li> <li>• View the video <i>Instructional Approach: Sequencing, Strategies, and Messages</i></li> <li>• Complete the assigned readings <ul style="list-style-type: none"> <li>○ Chapters 6-9 in Morrison, Ross, et al</li> <li>○ Read <a href="#">Gagne's Nine Events of Instruction</a></li> </ul> </li> <li>• Upload your draft Instructional Objectives for instructor feedback only (no peer review) to the private team space of your choice in Bb by <b>03/22</b></li> </ul>
<p><b>Week 10</b> <b>03/23-</b> <b>03/29</b></p>	<p><b>TOPIC: INSTRUCTIONAL APPROACH: MESSAGE AND MEDIUM</b></p> <ul style="list-style-type: none"> <li>• Revise Instructional Objectives based on instructor feedback</li> <li>• Draft Instructional Approach, Limitations/Constraints, Materials (IDD components e, f &amp; g described on p. 5 of this syllabus)</li> </ul>	<ul style="list-style-type: none"> <li>• Click on the <b>COURSE-AT-A-GLANCE</b> link in the left-hand navigation menu bar and select the <b>Week 10</b> link. [Note: All of the following assignments/activities are accessible via the Week 10 link.]</li> <li>• Read the Week 10 Learning Outcomes</li> <li>• View the video <i>Introduction to Evaluation</i></li> <li>• Complete the assigned readings <ul style="list-style-type: none"> <li>○ Chapters 11-13 in Morrison, Ross, et al</li> <li>○ Case Study #18, pp. 181-184</li> <li>○ Read <a href="#">Kirkpatrick Model of Evaluation</a></li> </ul> </li> <li>• Have one representative of your team post your draft Instructional Approach, Limitations/Constraints, Materials to the <b>Peer Review #4</b> discussion forum on the Bb <b>DISCUSSION BOARD</b> by <b>03/29</b></li> </ul>

DATE	TOPIC	ASSIGNMENT
<p><b>Week 11</b> <b>03/30-04/05</b></p>	<p><b>TOPIC: EVALUATION</b></p> <ul style="list-style-type: none"> <li>• Case Study #18 comments throughout the week</li> <li>• Peer Review #4 comments throughout the week <ul style="list-style-type: none"> <li>○ Be sure to use the relevant criteria in the <i>Instructional Design Document &amp; Prototype Presentation Grading Rubric</i> to substantiate your comments</li> </ul> </li> <li>• Revise Instructional Approach, Limitations/Constraints, Materials based on peer review comments and instructor feedback</li> <li>• Draft your Formative &amp; Summative Evaluation</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Leaders</b> of the Case Study #18 discussion to post their perspectives/questions by <b>03/30</b></li> <li>• Click on the <b>COURSE-AT-A-GLANCE</b> link in the left-hand navigation menu bar and select the <b>Week 11</b> link. [Note: All of the following assignments/activities are accessible via the Week 11 link.]</li> <li>• Read the Week 11 Learning Outcomes</li> <li>• View the video <a href="#">Prototyping for Better e-Learning</a></li> <li>• Complete the assigned readings <ul style="list-style-type: none"> <li>○ Read <a href="#">Flowcharts, Storyboards and Rapid Prototyping</a></li> <li>○ Read <a href="#">Storyboarding</a></li> </ul> </li> <li>• Have one representative of your team post your draft Formative &amp; Summative Evaluation to the <b>Peer Review #5</b> discussion forum on the Bb <b>DISCUSSION BOARD</b> by <b>04/05</b></li> </ul>
<p><b>Week 12</b> <b>04/06-04/12</b></p>	<p><b>TOPIC: PROTOTYPING IN INSTRUCTIONAL DESIGN</b></p> <ul style="list-style-type: none"> <li>• Peer Review #5 comments throughout the week <ul style="list-style-type: none"> <li>○ Be sure to use the relevant criteria in the <i>Instructional Design Document &amp; Prototype Presentation Grading Rubric</i> to substantiate your comments</li> </ul> </li> <li>• Revise your Formative &amp; Summative Evaluation based on peer review comments and instructor feedback</li> <li>• Start building your Prototype Presentation</li> </ul>	<ul style="list-style-type: none"> <li>• Click on the <b>COURSE-AT-A-GLANCE</b> link in the left-hand navigation menu bar and select the <b>Week 12</b> link. [Note: All of the following assignments/activities are accessible via the Week 12 link.]</li> <li>• Read the Week 12 Learning Outcomes</li> <li>• Complete the assigned readings <ul style="list-style-type: none"> <li>○ Chapter 16 in Morrison, Ross et al</li> <li>○ Case Study #30, pp. 259-271 in Ertmer, Quinn &amp; Glazewski</li> </ul> </li> </ul>

DATE	TOPIC	ASSIGNMENT
<b>Week 13</b> <b>04/13-</b> <b>04/19</b>	<b>TOPIC: CURRENT ISSUES IN INSTRUCTIONAL DESIGN</b> <ul style="list-style-type: none"> <li>• Case Study #30 comments throughout the week</li> <li>• Draft your Prototype Presentation</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Leaders</b> of the Case Study #30 discussion to post their perspectives/questions by <b>04/13</b></li> <li>• Click on the <b>COURSE-AT-A-GLANCE</b> link in the left-hand navigation menu bar and select the <b>Week 13</b> link. [<b>Note:</b> All of the following assignments/activities are accessible via the Week 13 link.]</li> <li>• Read the Week 13 Learning Outcomes</li> <li>• Upload your draft Prototype Presentation for instructor feedback only (no peer review) to the private team space of your choice in Bb by <b>04/19</b></li> </ul>
<b>Week 14</b> <b>04/20-</b> <b>04/26</b>	<b>TOPIC: CONSOLIDATING IDD &amp; PROTOTYPE PRESENTATION</b> <ul style="list-style-type: none"> <li>• Revise draft Prototype Presentation based on instructor feedback</li> <li>• Begin consolidating all IDD components into a single document</li> <li>• Revisit the <i>Exemplary Projects</i> sub-folder under the <b>RESOURCES</b> link</li> <li>• Review the <i>Instructional Design Document &amp; Prototype Presentation Grading Rubric</i> to make sure you have completed all project requirements</li> </ul>	<ul style="list-style-type: none"> <li>• Work on IDD &amp; Prototype Presentation</li> <li>• Complete the anonymous Mason <b>Online Course Evaluation Survey</b></li> </ul>
<b>Week 15</b> <b>04/27-</b> <b>05/03</b>	<b>TOPIC: FINALIZING IDD &amp; PROTOTYPE PRESENTATION</b> <ul style="list-style-type: none"> <li>• Make sure that all team members review and “sign off” on the final version of your IDD and prototype presentation</li> </ul>	<ul style="list-style-type: none"> <li>• Have one representative of your team upload the final Instructional Design Document &amp; Prototype Presentation to the <b>ASSIGNMENTS</b> link by <b>05/03</b></li> <li>• Have one representative of your team upload your Prototype Presentation only to the designated forum on the <b>DISCUSSION BOARD</b> by <b>05/03</b></li> </ul>

DATE	TOPIC	ASSIGNMENT
<p><b>Week 16</b> <b>05/04-</b> <b>05/10</b></p>	<p><b>TOPIC: DESIGN TEAM EXHIBITS</b></p> <ul style="list-style-type: none"> <li>• Review and comment on the Prototype Presentations for <b>four (4)</b> teams other than your own <ul style="list-style-type: none"> <li>○ Be sure to use the criteria in the <i>Instructional Design Document &amp; Prototype Presentation Grading Rubric</i> to substantiate your comments</li> <li>○ Closing remarks from instructor</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Complete the <b>Team Member Effectiveness: Round 2</b> survey, the link to which will be emailed to you, by <b>05/09</b></li> </ul>

**ASSESSMENT RUBRIC:**

**Instructional Design Document & Prototype Presentation  
Grading Rubric: Total Possible Points: 50**

<b>Criteria</b>	<b>Does Not Meet Standards</b>	<b>Meets Standards</b>	<b>Exceeds Standards</b>
<b>Problem definition:</b>	Instructional design problem is not clearly stated  <i>Point values: 0.0-2.3</i>	Instructional design problem is articulated clearly, but with little or no supporting data  <i>Point values: 2.4-2.9</i>	Instructional design problem is articulated clearly and supported with a variety of data sources  <i>Point value: 3</i>
<b>Learner &amp; Context Analysis:</b>	Little or no description of learner characteristics and how the context relates to the problem, little or no supporting data  <i>Point values: 0.0-3.9</i>	Adequate description of learner characteristics and how the context relates to the problem, some use of supporting data  <i>Point values: 4.0-4.9</i>	Comprehensive, data-driven description of learner characteristics and how the context or environment relates to the problem  <i>Point value: 5</i>
<b>Task Analysis:</b>	Method and content reflects neither SME input nor other data sources  <i>Point values: 0.0-3.9</i>	Method and content reflects some SME input, little or no other data sources  <i>Point values: 4.0-4.9</i>	Method and content clearly reflects use of substantive SME input as well as other data sources  <i>Point value: 5</i>
<b>Instructional Objectives:</b>	Few or none of the instructional objectives are measurable nor supported by the instructional need & task analysis data  <i>Point values: 0.0-3.9</i>	Most instructional objectives are measurable and most supported by the instructional need & task analysis data  <i>Point values: 4.0-4.9</i>	All instructional objectives are measurable and all supported by the instructional need & task analysis data  <i>Point value: 5</i>
<b>Instructional Approach:</b>	Instructional sequencing, strategies & messages do not flow logically from the instructional need, learner, context & task analyses, major disconnects  <i>Point values: 0.0-3.9</i>	Instructional sequencing, strategies & messages generally flow logically from the instructional need, learner, context & task analyses, with only minor disconnects  <i>Point values: 4.0-4.9</i>	Instructional sequencing, strategies & messages all flow logically from the instructional need, learner, context & task analyses  <i>Point value: 5</i>

<b>Criteria</b>	<b>Does Not Meet Standards</b>	<b>Meets Standards</b>	<b>Exceeds Standards</b>
<b>Limitations, Constraints:</b>	Instructional design document does not articulate any pre-project limitations or constraints <i>Point values: 0.0-0.7</i>	Instructional design document articulates some pre-project limitations or constraints <i>Point values: 0.8-0.9</i>	Instructional design document clearly articulates all pre-project limitations and constraints <i>Point value: 1</i>
<b>Instructional Materials:</b>	Choice of instructional materials does not reflect instructional strategies, limitations/constraints <i>Point values: 0.0-3.9</i>	Choice of instructional materials somewhat reflects selected instructional strategies, limitations/constraints <i>Point values: 4.0-4.9</i>	Choice of instructional materials clearly reflects selected instructional strategies, as well as limitations/constraints <i>Point value: 5</i>
<b>Formative &amp; Summative Evaluation:</b>	Instructional design document does not contain a formative and/or summative evaluation plan, no supporting data sources <i>Point values: 0.0-3.9</i>	Instructional design document contains a limited formative and summative evaluation with little or no supporting data sources <i>Point values: 4.0-4.9</i>	Instructional design document contains both a comprehensive formative & summative evaluation plan, supported by a variety of data sources <i>Point value: 5</i>
<b>Organization:</b>	Instructional design document is unstructured and hard to follow <i>Point values: 0.0-2.3</i>	Structure of the instructional design document is generally clear, little or no use of headings and sub-headings <i>Point values: 2.4-2.9</i>	Structure of the instructional design document is clear and easy to follow, with use of accurate headings and sub-headings <i>Point value: 3</i>
<b>Language:</b>	Rules of English grammar, usage, spelling and punctuation are not followed, multiple language errors throughout the instructional design document <i>Point values: 0.0-2.3</i>	Rules of English grammar, usage, spelling and punctuation are generally followed throughout the instructional design document, one or two minor language errors <i>Point values: 2.4-2.9</i>	Rules of grammar, usage, spelling and punctuation are followed consistently throughout the instructional design document, no language errors <i>Point value: 3</i>

<b>Criteria</b>	<b>Does Not Meet Standards</b>	<b>Meets Standards</b>	<b>Exceeds Standards</b>
<b>Alignment of Prototype with IDD:</b>	<p>Prototype does not demonstrate the instructional strategies &amp; approach outlined in the instructional design document</p> <p>Point values: 0.0-1.5</p>	<p>Prototype demonstrates some of the instructional strategies &amp; approach outlined in the instructional design document</p> <p>Point values: 1.6-1.9</p>	<p>Prototype clearly demonstrates the instructional strategies &amp; approach outlined in the instructional design document</p> <p>Point value: 2</p>
<b>Prototype media selection:</b>	<p>Selected media are neither innovative nor appropriate for chosen strategies</p> <p>Point values: 0.0-1.5</p>	<p>Selected media are not particularly innovative, yet appropriate for chosen strategies</p> <p>Point values: 1.6-1.9</p>	<p>Selected media are innovative and appropriate for chosen strategies</p> <p>Point value: 2</p>
<b>Sample assessment items:</b>	<p>Sample assessment items do not measure learning objectives</p> <p>Point values: 0.0-1.5</p>	<p>Sample assessment items measure some learning objectives</p> <p>Point values: 1.6-1.9</p>	<p>Sample assessment items clearly measure all learning objectives</p> <p>Point value: 2</p>
<b>Team member contributions:</b>	<p>Individual team members did not adhere to shared roles/responsibilities documented in Bb private team areas</p> <p>Point values: 0.0-1.5</p>	<p>Individual team members generally adhered to shared roles/responsibilities documented in Bb private team areas</p> <p>Point values: 1.6-1.9</p>	<p>Individual team members consistently adhered to shared roles/responsibilities documented in Bb private team areas</p> <p>Point value: 2</p>
<b>PowerPoint© best practices:</b>	<p>Presentation did not adhere to PowerPoint© best practices documented in the Resources area of the Bb course site</p> <p>Point values: 0.0-1.5</p>	<p>Presentation generally adhered to PowerPoint© best practices documented in the Resources area of the Bb course site</p> <p>Point values: 1.6-1.9</p>	<p>Presentation adhered consistently to PowerPoint© best practices documented in the Resources area of the Bb course site</p> <p>Point value: 2</p>