

# Instructional Design (ID)



# EDUCATIONAL TECHNOLOGY

- ✘ The AECT (1994) definition
  - ✘ *“Instructional Technology is the theory and practice of design, development, utilization, management and evaluation of processes and resources for learning.”*







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# **A Conceptual Representation of Instructional Design (ID)**

# A CONCEPTUAL REPRESENTATION OF INSTRUCTIONAL DESIGN (ID)

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## × *Instructional Design*

is a construct referring to the step-by-step prescriptive procedure for creating instructional materials in a consistent and reliable fashion in order to facilitate learning most effectively.

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× **Crawford (2004)** defines instructional design as :  
“the distinct systematic process through which evolves a superior instructional product...as delineated through an instructional design model” .  
It guides designers to work more efficiently while producing more effective and appealing instruction suitable for a wide range of learning environments” .

# Instructional Design Model

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- × An instructional design framework focuses on the creation of a learning experience that delivers knowledge in a more effective, interactive, and engaging way, and that can be measured, managed and directed for maximum impact (Piskurich, 2000:7).

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**Gustafson and Branch (2002)** claim that  
“models help us to conceptualize representations  
of reality”; and that “models explain ways of  
doing”

# **Instructional Design Models (IDM)**

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1- It incorporates basic elements of the instructional design process.

2- It prescribes how combinations of instructional strategy components should be integrated to produce a course of instruction.

# Instructional Design Models (IDM)

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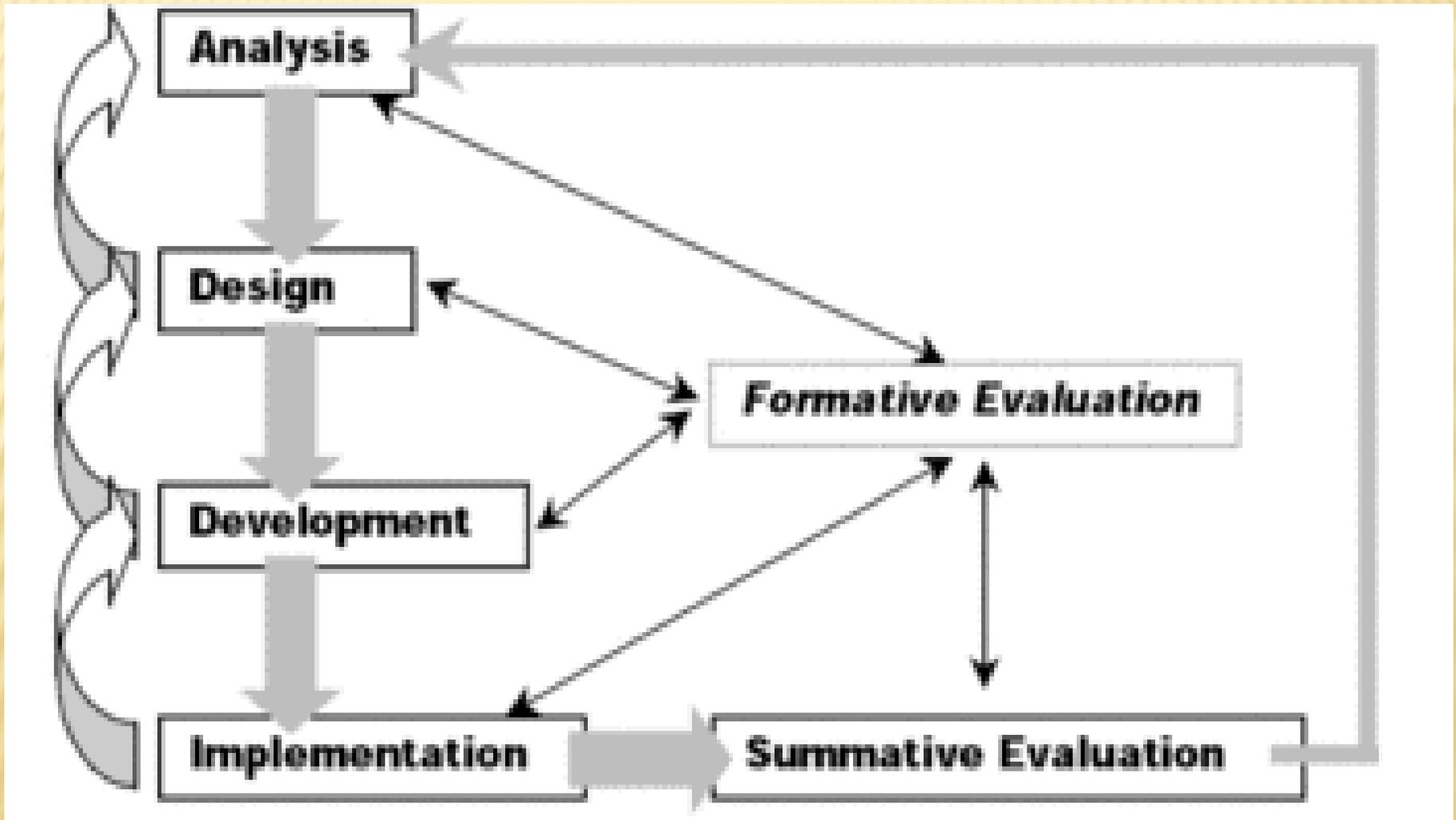
- 3- The effectiveness of a model is heavily dependent on the context in which it is applied;
- 4- instructional design methods are situational and not universal.

## ***I- THE ADDIE MODEL:***

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- ✘ The Model – ADDIE— stands for the five steps that represent a dynamic, flexible guideline for building effective training and performance support tools.

# ***THE ADDIE MODEL:***



# THE ADDIE MODEL:

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- ×  *Analyze*
- × - analyze environment, learner characteristics, tasks to be learned, etc;
- ×
- ×  *Design*
- × - develop learning objectives, choose an instructional approach;
- ×
- ×  *Develop*
- × - create instructional or training materials;
- ×
- ×  *Implement*
- × - deliver or distribute the instructional materials;
- ×
- ×  *Evaluate* -
- × make sure the materials achieved the desired goals.
- × **V. Important : See the attachments on Google classroom**