

THE INSTRUCTIONAL DESIGNER AS ART DIRECTOR
DEVELOPMENT OF A CONCEPTUAL MODEL FOR
DESIGNING EDUCATIONAL GRAPHICS

by
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Summary : Free the instructional designer as art director development of a conceptual model for designing educational graphics pdf download - research on educational graphics since the 1970s has resulted in numerous guidelines to help instructional designers plan and use graphics more effectively in a review of the literature three concepts emerged that have consistently been shown to affect the instructional efficacy of an educational graphic attraction motivation and communication a consistent practical approach to planning and using educational graphics that bridges theory and practice based on combining their outcomes to attract motivate and communicate was not found in a review of the literature this study proposed a tentative conceptual model for planning and using educational graphics that incorporates all three concepts using formative research multiple instances of educational graphics were created based on the model a connoisseur-based expert panel of ten educators with extensive professional experience in graphics and design were surveyed in two cycles during the first cycle experts were asked questions related to the interrelationships of attraction motivation and communication based on the multiple instances during the second cycle experts were asked questions directly related to the efficiency effectiveness and appeal of the model the study revealed significant interrelationships among the concepts that affected the perceived instructional efficacy of an educational graphic the study also exposed how the interrelationships impacted the refinement of a conceptual model for planning and using educational graphics the model was refined twice during the study recommendations include suggestions for using multiple instances in formative research and guidelines for evaluating the instructional efficacy of an educational graphic

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characteristics of adult learners with implications for ... - characteristics of adult learners with implications for ... characteristics of adult learners with ... may help the instructor or instructional designer in

understanding by design framework by jay mctighe ... - ascd - understanding by design ... understanding is revealed when students autonomously make sense of and ... assessors before designing specific units

philip e callahan - university of arizona - philip e callahan chronology of ... development in educational technology, ... instructional designer for levine, n., mesel, s., & callahan, p. ...

andrew d. artist - rochester institute of technology - andrew d. artist 478 tall tree lane ... conceptual sketching, ... rail development group rdg head designer/flash programmer

table of contents - northwood high - introduction to art ... introduction to computer graphics ... website development ...

jorge enrique rueda-sarmiento (enrique rueda) - work directly with faculty and instructional staff to develop multimedia materials for use in ... serve as designer, ... conceptual understanding in math, ...