Who We Are

A Tour Through Instructional Design & Technology

Presentation Objectives

- Define what Instructional Systems Designers (ISDs) do— and what they don't

- Differentiate Instructional Design from IT and Educational Technology

- Explore how ISDs operate in education, business, and government

- Highlight key challenges and opportunities in the field

- Clarify common misconceptions about the role

Agenda

Defining Instructional Systems Designers

What We Are Not

Instructional Design vs. Educational Technology

Applications in Education & Business

Challenges and Solutions

Facts vs. Myths

Final Thoughts and Resources

Introduction – Who Are Instructional Systems Designers?

"We design learning experiences—not just materials."

ISDs are architects of learning—combining theory, technology, and user experience to make learning purposeful and effective.

What We Are Not!

IT Computer Consultants

IT Hardware Consultants

ONLY Online Educators

IT Support Consultants

Online Web Designers

IT Support

How We Define It!

- **Instructional Design (ID)** is a **subset of Educational Technology** focused on applying systems, methods, and tools to support effective teaching and learning.

Instructional Design – In Process

Instructional Design is the process of implementing technology into the process of teaching and learning. Educational Technology "involves applications of systems and aids to improve the process of human learning."
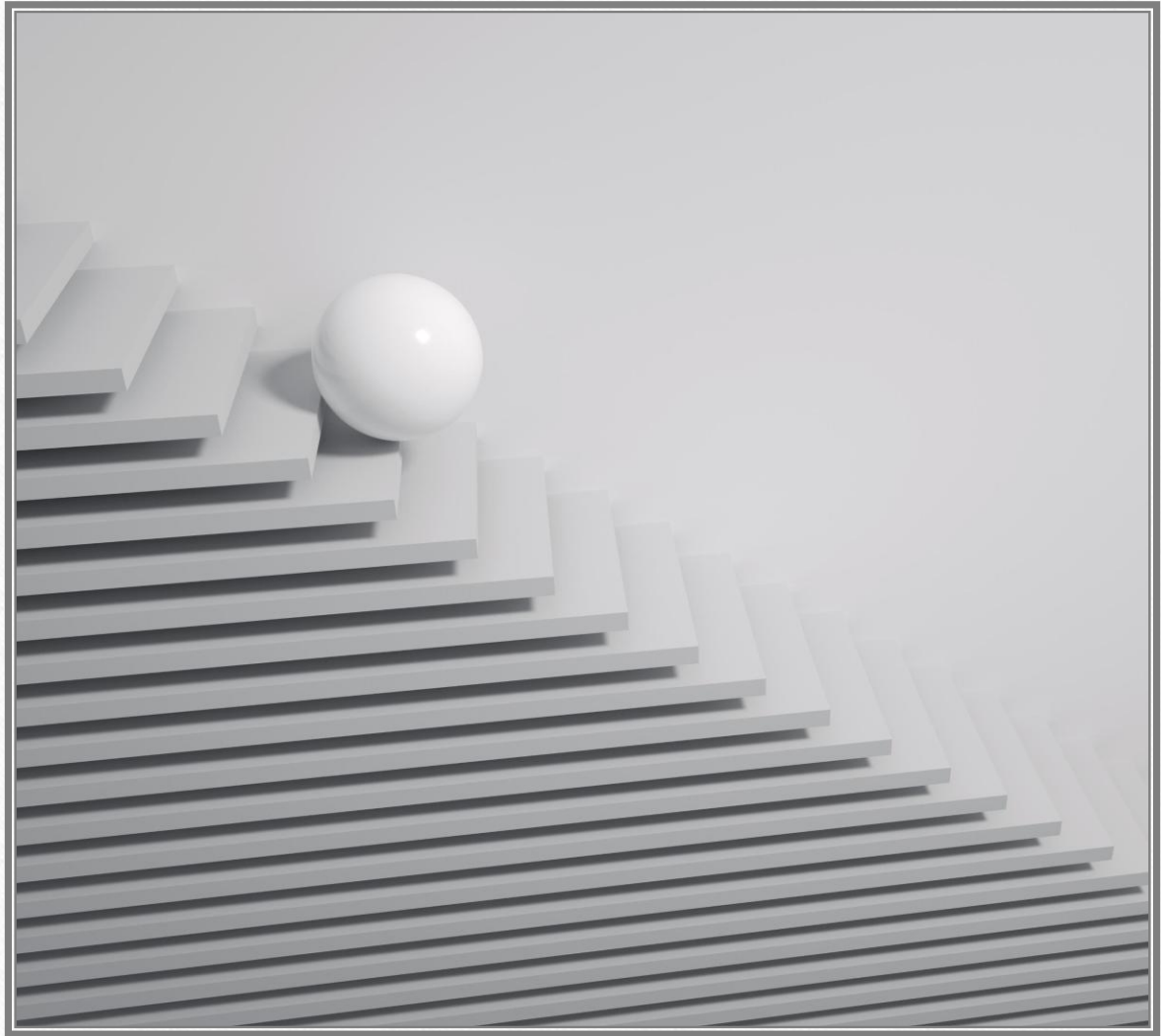
Similar Practices, Different Sides

Educational Technology

- Improves human learning
- Improves how instructors relay knowledge to perspective learners
- "Technology should be the servant and not the master of instruction"

Instructional Design in Corporations

- Improves applications of systems as they relate to business practices
- Improves training, processes, and overall learning of employees

The Role of the ISD – At a Glance

Analyze	Analyze learner needs
Design	Design engaging instructional materials
Develop and test	Develop and test content (eLearning, courses, job aids)
Evaluate	Evaluate learning effectiveness
Collaborate	Collaborate with SMEs, tech teams, and stakeholders

In Education: Kindergarten & Elementary

Develop low-level applications for students to gain familiarity with technology, while achieving learning success

Introduce principles of how we each learn different and how technology can be used as a tool to

In Education: Middle and High School

More applied applications as it relates to potential fields of study.

How e-Learning can be used to benefit instructors, and learners

Introduction to Advanced modeling and instructional design theory (For those interested in instructional design)

In Business

- Design Model Applications
- Spreadsheet Applications
- Interpersonal Applications
- End-User Applications
- Work-Flow Applications

Tools & Models We Use

ADDIE

(Analysis, Design, Development, Implementation, Evaluation)

SAM

(Successive Approximation Model)

Bloom's Taxonomy

SCORM/xAPI
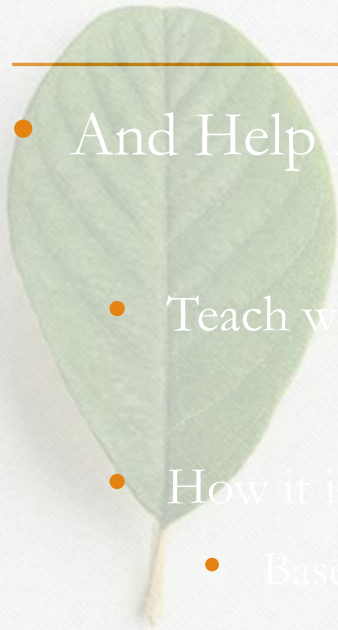
LMS Platforms

(Canvas, Moodle)

eLearning Authoring Tools

(Storyline, Camtasia)

Looking to Make Change

- And Help Define a Field to the Public–

  - Teach who we are

  - How it is applied:
    - Based on Scenarios?
    - What can be achieved?
    - How modeling leads to success?

Challenges & Solutions

Utilize applications and technologies as "Tools" and not allow the technology to undermine the overall experience for learning as it relates to a lesson plan, or layout.

Applying instructional design models that are effective on a case-by-case scenario, and not to just blanket models over various problems

Resolving key issues effectively and mitigating similar issues from recurring

Instructional Design & Technology: Facts

IMPROVE THE PROCESS IN WHICH INSTRUCTORS RELAY THEIR INFORMATION TO LEARNERS

ASSIST IN THE IMPLEMENTATION OF EDUCATIONAL TECHNOLOGY TO THE BENEFIT OF THOSE LOOKING TO GAIN KNOWLEDGE AND EXPERIENCE

Instructional Design & Technology: Fiction

Fix
- Fix, Troubleshoot, Implement Computer Systems

Work on
- Work on IT Hardware Applications

Implement
- ONLY Implement Learning for Online Applications

Why ISD's Matter

In a world of constant change, ISDs help people adapt, learn, and grow.

We don't just deliver training—we shape how knowledge is transferred, retained, and applied.

References

Readings

- Gentry, Cass G. "The Field: History & Overview." *Educational Technology*, pp. 1–9.

- Resier, Robert "What Field Did You Say You Were In?." Defining Our Field. pp. 1–7.

- Resier, Robert "A History of Instructional Design & technology. Defining Our Field . pp. 17–29.

Online Resources

- Scalise, Kathleen, and Leanne R. "Reciprocal Leading: Improving Instructional Designs in E-Learning." *E-Learning - Theories, Design, Software and Applications*, Nov. 2012, doi:10.5772/30527.

- Bichelmeyer, Barbara; Boling, Elizabeth; Gibbons, Andrew "Instructional Design & Learning Models." *Impact on Research & Teaching In Instructional Design*, pp. 43–48. *Google Scholar.*