



# Who We Are

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A TOUR THROUGH INSTRUCTIONAL  
DESIGN & TECHNOLOGY

# What We Are NOT!

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IT Computer Consultants



ONLY Online Educators



IT Hardware Consultants



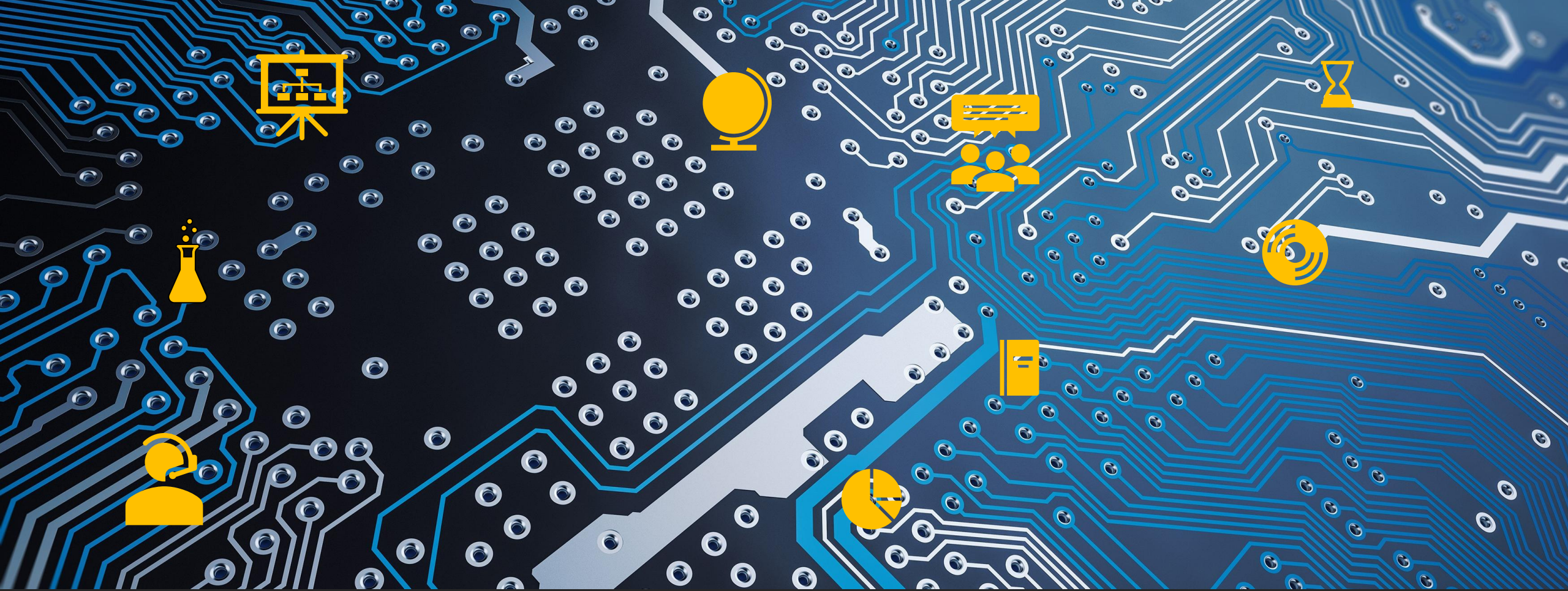
IT Support Consultants

Online Web Designers



IT Support





# How We Define It!

A Subdivision of Education Technology

*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.”*

(COLLIER ET AL., 1971, P16)

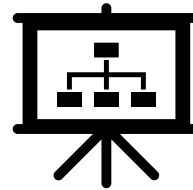
# Similar Practices, Different Sides

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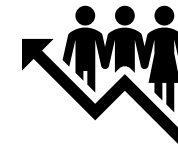
## *Educational Technology*

- 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



# In Education

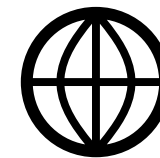
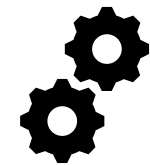
K-12

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



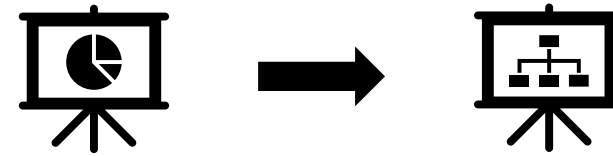


# In Education

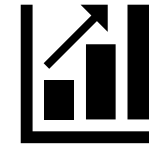
K-12 (Continued)

Middle & High School

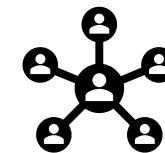
More applied applications as it relates to potential fields of study.



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)

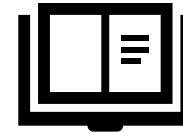
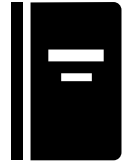


# In Education

College and/or University

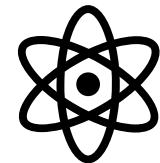


Advanced Modeling



Knowledge Intergradation

E-Learning Applications

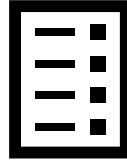


In-Depth Theories

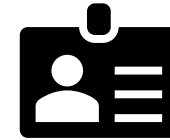




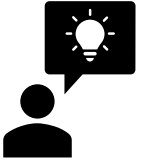
# In Business



End-User Applications



Interpersonal Applications



Work-Flow Applications



Spreadsheet Applications

Design Model Applications

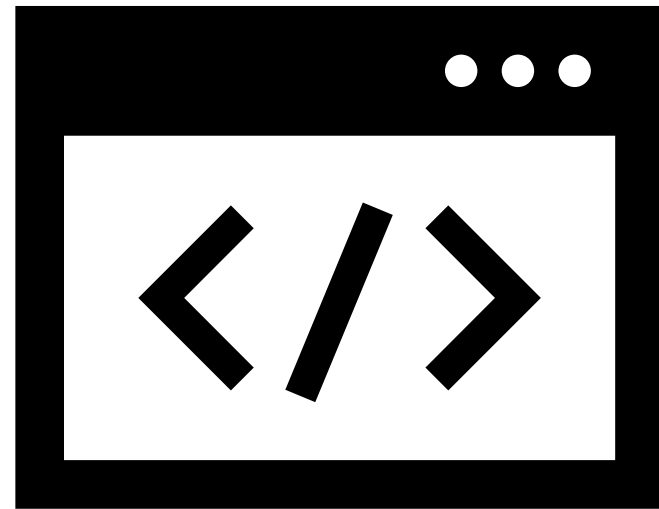


# Looking to Make Change

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...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

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☐ 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

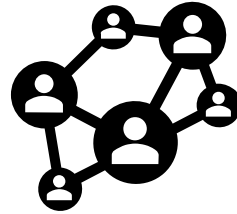


# Instructional Design & Technology

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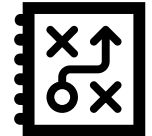
## FACTS

- 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



## FICTIONS

- Fix, Troubleshoot, Implement Computer Systems
- Work on IT Hardware Applications
- ONLY Implement Learning for Online Applications



# References

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## 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*.