Principles of Design and Management in Distance Education

EDUC633

MODULE 3 ORGANIZER SCRIPT

Welcome to the module three organizer.

Before any great creation is begun, the creator usually analyses and designs. Consider Frank Lloyd Wright's Fallingwater. Wright didn't just start stacking bricks upon bricks and arrive at his creation, the construction of Fallingwater. He analyzed the various landforms and designed the building on paper prior to the first stone being laid. That is, the genius of the building had already been realized prior to construction. The process of instructional design is similar to that of constructing a great building- analysis and planning must be done.

According to the principals of instructional design (ISD), before you create an instructional product, you need to analyze. This includes a needs analysis, a task analysis, a learner analysis, and a context analysis (i.e. constraints, delivery options, etc). Through analysis phase, you, as an instructional designer or educator, decide what is to be learned and identify the instructional goal(s).

Analysis will be the focus of this module. As there are multiple approaches to ISD, there are multiple approaches to analysis. A designer may use one or many of them. In the instructional unit, we will focus on the analysis suggested by Morrison, Ross, and Kemp (2004) and Dick, Carey, and Carey (2005). Additional ideas for analysis are found in your textbook.

After you read about and learn about analysis through the instructional units, you will begin applying what you learned by collaborating with your peers to create the goal and analysis sections of your instructional design report. Remember for your final submission of your ISD project 2 of your synchronous collaborative sessions need to be recorded. You may consider recording in this module.

After you are done listening to the module organizer, take time to read our objectives for this module. I also encourage you to take some time to write your personal objectives.

Also, download the "To Do" list and begin planning your week.

Have a blessed week.