

# 10 Guiding Principles of ITDE



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**Narrated Script:**

Hi my name is Sheila Grangeiro and I would like to welcome you to my 10 guiding principles of Instructional Technology and Distance Education.

**Action:**

Text Caption with title slides onto screen, then a video welcome fades in and plays for 10 secs, then whole slide fades into next slide as background music plays throughout presentation.

“The first step in planning a lesson is to identify & analyze learner characteristics shown to be associated with learning outcomes.”



(Smaldino, S. E., Lowther, D. L., & Russell, J. D. , 2012, p. 86)

## Analyze Learner

**Narrated Script:** Principle #1 is to Analyze your learner. According to Smaldino “The first step in planning a lesson is to identify & analyze learner characteristics shown to be associated with learning outcomes”

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Image and quote slide

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15 secs



“Instructional goals are clear statements of behaviors that learners are to demonstrate as a result of instruction”

(Dick, W., Carey, L., & Carey, J., 2009, p. 33)

## Set Clear Goals & Objectives

**Narrated Script:** Principle #2 is to Set Clear Goals & Objectives. Dick & Carey state that “Instructional goals are clear statements of behaviors that learners are to demonstrate as a result of instruction

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15 secs

- Attention
- Relevance
- Confidence
- Satisfaction

Keller (1988)



## Motivate Learner

**Narrated Script:** Principle #3 is to Motivate Learner.

According to Keller (1988), the following four conditions must be met in order for people to become and remain motivated.

Attention

Relevance

Confidence

Satisfaction

Also known as the ARCS model

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Image fades in while text scroll in

Fade to next slide

20 secs



“Determine exactly what information, concepts, rules, and principles need to be presented to the learner.”

(Dick, W., Carey, L., & Carey, J., 2009, p. 193)

## Present Content

### **Narrated Script:**

Principle #4 is to Present Content, in order to do this Dick & Carey states that we need to “Determine exactly what information, concepts, rules, and principles need to be presented to the learner.”

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15 secs

“To enhance transfer, you could progress from familiar examples to less familiar ones and new instances.”



(Dick, W., Carey, L., & Carey, J., 2009, p.181 )

## Provide Examples

**Narrated Script:**

Principle #5 is to Provide Examples, In order to enhance transfer, you could progress from familiar examples to less familiar ones and new instances


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“In order to be effective, instruction should require learner’s active mental engagement.”

(Smaldino, S. E., Lowther, D. L., & Russell, J. D. , 2012, p. 86)

## Engage Learner

**Narrated Script:**

Principle #6 is to Engage Learner. Smaldino states: In order to be effective, instruction should require learner’s active mental engagement

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15 secs

1. **Preview** the technology, media, and materials
2. **Prepare** the technology, media, and materials
3. **Prepare** the environment
4. **Prepare** the learners
5. **Provide** the learning experience



(Smaldino, S. E., Lowther, D. L., & Russell, J. D. , 2012, p. 86)

## Select Appropriate Media & Materials

### Narrated Script:

Principle #7 is to Select Appropriate Media & Materials

Here you will see Smaldino's 5 P's for Utilizing technology, media and materials

**Preview** the technology, media, and materials

**Prepare** the technology, media, and materials

**Prepare** the environment

**Prepare** the learners

**Provide** the learning experience

### Action:

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“Student learning requires accurate information on misconceptions, misunderstandings, and weaknesses.”

(Smaldino, S. E., Lowther, D. L., & Russell, J. D. , 2012, p. 18)

**Provide Timely and Good Feedback**

**Narrated Script:**

Principle #8 is to Provide Timely and Good Feedback

Smaldino clarifies this by stating that “Student learning requires accurate information on misconceptions, misunderstandings, and weaknesses.”

**Action:**

Image Zooms and Pans

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15 secs

“ When you explicitly state student outcomes, you can create assessments that measure the targeted knowledge and skills...”



(Smaldino, S. E., Lowther, D. L., & Russell, J. D. , 2012, p. 92)

## Assess Learner

### **Narrated Script:**

Principle #9 is to Assess learner

Smaldino established that When you explicitly state student outcomes, you can create assessments that measure the targeted knowledge and skills...”

### **Action:**

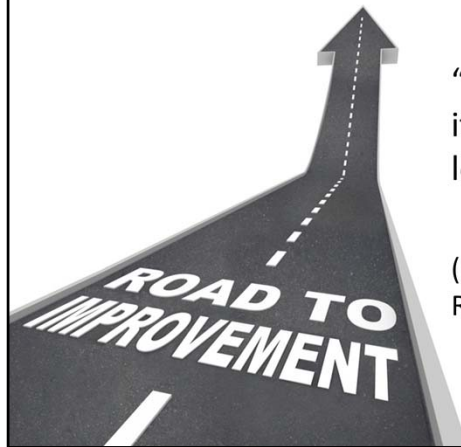
Image Zooms and Pans

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## Evaluate & Revise



“Evaluation and revision are essential to the development of quality instruction”

“ It is important to evaluate its impact on student learning”

(Smaldino, S. E., Lowther, D. L., & Russell, J. D. , 2012, p. 86 & 108)

### **Narrated Script:**

Principle #10 is to Evaluate & Revise

Two great quotes I got from Smaldino are:

“ It is important to evaluate its impact on student learning”

“Evaluation and revision are essential to the development of quality instruction”

### **Action:**

Image Zooms and Pans

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## References

Smaldino, S. E., Lowther, D. L., & Russell, J. D. (2012). *Instructional technology and media for learning* (10th ed.). Upper Saddle River, NJ: Prentice Hall.

Clark, R. (2011). *Learning from Media Arguments, Analysis, and Evidence (Perspectives in Instructional Technology and Distance Education)*. IAP- Information Age Publishing, Inc. Kindle Edition.

Dick, W., Carey, L., & Carey, J. (2009). *The systematic design of instruction* (7<sup>th</sup> ed.). New York, NY: Allyn & Bacon.

Kelle, J. (2003). Motivation Design. Retrieved from <http://www.arcsmodel.com/home.htm>

### **Narrated Script:**

Thank you for viewing my 10 guiding principles of ITDE

### **Action:**

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And slide will fade to black

7secs