

COM 535: INSTRUCTIONAL DESIGN

Project Three Description

Assignment Description

The third phase of the Instructional Design project includes the formative evaluation of your instruction and the revision plan that you develop in response to the data you collect from your formative evaluation. You will be required to solicit feedback on your instructional materials from a subject matter expert (SME) and one of the following groupings: one-to-one evaluations with target learners (1-3 learners), small group of target learners (8-20 learners), or field trial (around 30 learners).

Note: It is important to remember that the formative evaluation phase is designed to assess the materials and instructional strategy that you have developed—you will not be delivering your instruction, nor will you be evaluating whether or not the learners were able to meet the performance objectives. Think of this phase as user testing, not teaching.

ID Documentation Deliverables

The following components should be included for both your SME evaluation and your learner evaluation in the project you submit:

1. Detailed description of materials to be tested by SME and learner population.
2. Description and justification of your selection of SME and learner population.
3. Description of formative evaluation process.
 - a. Identify major issues/concerns you wanted the users to evaluate.
4. Description of methods to be used to evaluate the following:
 - a. Presentation of content
 - b. Learner participation
 - c. Assessment instruments
5. Reporting of results of formative evaluation.
 - a. Summarize feedback from users (i.e., identify common issues, concerns, suggestions)
 - b. Identify major revisions suggested by users
6. Identification of major revision plans based on recommendations from users.
7. Appendices
 - a. Instructions and materials given to evaluators (e.g., debriefing questions, sample questionnaires, etc.).
 - b. Raw Data collected during evaluations (if applicable)

Criteria for Success

Successful projects will:

- Provide each of the six deliverables listed above.
- Reflect careful attention to user testing experience and response.
- Present deliverables in a clear, concise, but detailed manner.
- Maintain professional tone and presentation of ID documentation.

Due Date: April 28, 2008 (beginning of class)

Value: 50 points