

Instructional Design and Technology (IDT) Certificate of Achievement

Description

Degree, Transfer and Certificate Programs

Fine Arts and Communications Division

Prepared by Steven J. McGriff, Ph.D., Krause Center for Innovation

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Program Goals and Objectives

The goal of the certificate of achievement in Instructional Design & Technology (IDT) is Career Technical Education (CTE) to prepare students currently working in or planning for occupations as Training and Development Specialists (SOC 13-1151) or Instructional Coordinators/Instructional Designers and Technologists (SOC 25-9031) in any market segment.

The IDT certificate provides students both academic and vocational instruction consistent with the Foothill College Mission to provide programs that empower students to achieve their goals as members of the workforce. The program is also appropriate for community members interested in lifelong learning.

The IDT certificate enables the student to use knowledge and skill with instructional technology; to design and develop instructional resources, materials or learning experiences; and to design programs of learning for online and face-to-face settings.

The content of the certificate includes the foundational knowledge and skills of instructional technology, pedagogy, and training techniques that are currently used in schools, business, and industry.

Students develop the core competencies and skills to analyze, design, deliver, and evaluate instructional and informational content. They will be able to develop and create printed and online resources, multimedia, presentations, visual images, and information graphics that can be used for online instruction or in traditional classroom settings. They will know how to effectively design a lesson, unit of instruction, module of learning, an entire course, or any sequenced program of study.

The objectives of the 27-unit IDT certificate program are organized around the foundational knowledge of the field and three core competencies of instructional design and technology: analysis, design and development, and evaluation.

Specific objectives or student learning outcomes (SLOs) are:

Foundational Knowledge

- A. Understand how the principles and processes of systematic instructional design can be applied in any business or education setting to create instruction
- B. Use the three major theories of learning to design instruction
- C. Identify the instructional methods and strategies used to create effective learning environments with technology-based instruction
- D. Understand the techniques and strategies used to evaluate program and learner outcomes
- E. Design and develop an instructional design solution for a real world scenario
- F. Use effective visual and verbal communication skills

Analysis

- A. Conduct program and learner needs analyses using standard survey, interview, and observation methods
- B. Apply the results of an analysis to the design of an instructional solution

Design & Development

- A. Design and develop a technology plan that includes the effective use and management of technology in a classroom setting
- B. Apply Instructional Systems Design [ISD] principles to the design and delivery of classroom and online courses
- C. Identify technology requirements and constraints for delivery of instruction in class or online
- D. Develop instructional products and projects that align with the learning objectives, activities, and assessment methods.

Evaluation

- A. Describe the basics of evaluation processes and research for instructional technology
- B. Apply research strategies to measure outcomes for learners, instruction, and instructional programs
- C. Create an assessment instrument
- D. Use formative and summative assessment processes and instruments to evaluate the outcomes of program and student learning objectives

The need for this program at Foothill College is based on current market conditions and the California State Board of Education adoption of Common Core State Standards, ap-

proved on March 7, 2012. Common Core requires teachers and educators to effectively use technology to meet education standards in the K-12 system. The market conditions in the college service area show increasing use of technology in educational settings and business environments without corresponding increases in education and training programs designed to meet the need. Only one academic institution within the service area currently offers students a certificate in instructional design and technology and no college in the state offers an undergraduate degree.

Item 2. Catalog Description

The Instructional Design and Technology (IDT) certificate is designed for students working in or planning for a career in human resource training and development or education; in-service and pre-service teachers; educators at any level; and those working as trainers for any market sector. The 27-unit certificate program focuses on how to meld theoretical knowledge with practical skill for using technology to design and develop instructional resources or programs. The content includes the foundational skills of instructional technology, pedagogy, and training techniques that are currently used in real-world work environments. Skills learned include the ability to create printed and online resources, multimedia, and presentations that can be used online or in traditional classroom settings. Students will be able to design, deliver, and evaluate instructional and informational content in a variety of contexts such as, school or college classrooms, professional development programs, presentations, research, information graphic design, and business training environments.

Item 3. Program Requirements

The proposed certificate of achievement in Instructional Design & Technology (IDT) is a 27 unit program of study. The projected time to complete the certification is from three to five quarters.

Requirements	Dept / Course ID	Course Title	Units	Example Sequence
Required Core (12 units)	LINC 75A	Introduction to Instructional Design & Technology	3	Yr 1, Fall
	LINC 82A	Introduction to Designing Instructional Technology	3	Yr 1/2, Winter
	LINC 91A	Projects	3	Yr 1/2, Spring
	LINC 92 ^a	Introduction to Assessing Instructional Technology Seminar in Instructional Design & Technology	3	Yr 2, Win/Spring
Required Strand Concentration (6 units)	LINC 75B	Instructional Technology Strategies	3	Yr 1/2, Win/Spr
	LINC 82B	Developing Instructional Materials	3	Yr 1/2, Fall/Win
	LINC 91B	Evaluating Technology-based Learning Outcomes	3	Yr 1/2, Win/Spr
Required Depth (3 units)	LINC 75C ^b	Instructional Design for Online Teaching	3	Yr 1/2, Fall/Win
	LINC 82C ^c	Creating Interactive Media for Instruction	3	Yr 1/2, Win/Spr
	LINC 91C ^d	Evaluating Instructional Design & Technology	3	Yr 2, Fall/Spring
Electives (6 units)		Choose additional LINC or other approved courses to earn 6 units. Course units vary 1-4 units	varies 1 - 4	Yr 1, Any qtr Yr 2, Any qtr.

Requirements	Dept / Course ID	Course Title	Units	Example Sequence
Required Core Total: 21 units				
Total Units: 27 units				
Prerequisites		LINC 92 ^a \ LINC 75A, 82A, 91A and (75B or 75C) and (82B or 82C) and (91B or 91C) LINC 75C ^b \ LINC 75A or 75B LINC 82C ^c \ LINC 82A or 82B LINC 91C ^d \ LINC 91A or 91B		

Proposed Sequence

Year 1 Fall	Year 1 Winter	Year 1 Spring	Total Units
6	6	6	18
Year 2 Fall	Year 2 Winter	Year 2 Spring	
6	3	0	9
			27 Total units

or

Year 1 Fall	Year 1 Winter	Year 1 Spring	Total Units
9	9	9	27
			27 Total units

Electives (Choose 6 units)

LINC 50F INTEGRATING TECHNOLOGY INTO A STANDARDS-BASED CURRICULUM I (2 units)
LINC 58 GLOBAL PROJECT-BASED LEARNING (2 units)
LINC 58B CHOOSING THE BEST MEDIA FOR PROJECTS (2 units)
LINC 76 CREATING EDUCATIONAL WEB SITES (2 units)
LINC 79 MULTIMEDIA PROJECT PRODUCTION (2 units)
LINC 87 Seminar in Educational Technology (5 units)
LINC 90C ONLINE COLLABORATION TOOLS (2 units)
GID 33 Graphic Design Studio I (4 Units)
GID 45 Digital Sound, Video & Animation (4 Units)

GID 56 Web Site Design (4 Units)
PHOT 5 Introduction to Photography (4 Units)
PHOT 70 Introduction to Color Photography (4 Units)
PSE 56 SEMINAR IN TEACHING PRE-COLLEGIATE MATHEMATICS (1 unit)

Master Planning

The Certificate is aligned with three goals of the Educational Master Plan:

- Equity and Diversity
 - Enhance support for online quality and growth for instruction and student services.
- Collaboration/Partnerships
 - Collaborate with K-12, adult education, and four year colleges in ways that serve students and society.
 - Partner with business and industry to prepare students for the workforce.

The Certificate courses build confidence in students for handling technology used in college and career and offers opportunities for Foothill College faculty to learn the skills for developing effective online courses. The master plan goal for collaboration/partnerships parallels objectives of the Certificate curriculum. K-12 districts, adult education programs, and 4-year colleges are a significant source of jobs in the local market for instructional design and technology certificate holders. Collaborations and partnerships with these institutions are a planned aspect of the Certificate program and essential for establishing credibility and authenticity in course projects and the instructional processes taught to students.

The approved Certificate is unique in the region. The CSU and UC programs award a master's degree and the UC Santa Cruz program offers a certificate upon completion of 21 units, but it is not a transcriptable California approved certificate.

Similar Programs at Other Colleges in Service Area

A similar program is offered by University of California, Santa Cruz, Silicon Valley Extension (UCSC-X), *Instructional Design for Educators and Corporate Trainers certificate program*, as described by the program's online catalog. No other similar programs for undergraduates in the college service area were found. The only two programs found in California are outside the service area, but worth noting to demonstrate the viability of the proposed IDT program. California State University, Chico offers the Minor in Instructional Design, 24 units. The other program is from the California Community College, Cerritos College, located in Norwalk, CA which has an 18 unit Educational Technology Certificate.

Instructional Design & Technology Certificate of Achievement [27 units]

All courses are 3 units unless otherwise noted. Only C-designated courses (level 3) and LINC92 have prerequisites

