

## SOM Instructional Development (ID) for Educational Technology

The SOM Instructional Development team is available to assist faculty in the development of educational technology applications. Project priorities are determined by the SOM Education Technology Advisory Committee, which includes representatives from UGME, GME, CME, and Graduate Education.

Please contact Jeanne Schlesinger at 828-3918 or [jbschles@vcu.edu](mailto:jbschles@vcu.edu) to inquire about ID assistance from the SOM or for referrals to other consultants. ID services may also be used to support faculty development.

Developing effective educational technology involves:

- theories of learning and instruction
- strategies that support them
- methodologies for measuring learner achievement
- technical expertise to translate designs into effective programs

<b>Instructional Development Process for Educational Technology</b>
<b>PLANNING STEPS</b>
<p><b>Gather Information</b></p> <ul style="list-style-type: none"> <li>• target audience</li> <li>• purpose (motives and goals)</li> <li>• how program will be accessed/how it will be used</li> <li>• will learners be required to use program?</li> <li>• will learners be tested over program content?</li> <li>• what is the end product?</li> <li>• intended scope of project</li> <li>• intended duration of intervention -- will program be used for ongoing reference as well as initial learning? what is the content's shelf life?</li> <li>• characteristics of learners – especially their entry knowledge</li> <li>• client's experience with multimedia development</li> </ul> <p><b>Establish constraints</b></p> <ul style="list-style-type: none"> <li>• hardware and software</li> <li>• budget and timelines</li> <li>• client and developer responsibilities</li> <li>• content and permissions</li> </ul>
<b>DESIGN STEPS</b>
<p><b>Gather content</b>  <b>Develop user interface design</b>  <b>Determine how user will learn content/how learning will be assessed</b>  <b>Create draft of program design: visual mockup of content/A/V script if needed</b></p>
<b>DEVELOPMENT STEPS</b>
<p><b>Develop technical functionality (programming)</b>  <b>Create visual components</b>  <b>Record, edit, and format A/V components if needed</b>  <b>Put pieces together</b>  <b>Test in-house</b>  <b>Test with representative end users</b>  <b>Go live</b>  <b>Evaluate to determine if objectives of program are met by learners</b></p>

*Adapted from Alessi SM, Trollip SR. Multimedia for Learning: Methods and Development. 3<sup>rd</sup> ed. Boston: Allyn and Bacon; 2001.*

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