

Project Resources

| ROLE | NAME |
|------------------------|--------------------|
| Instructional Designer | Zion Smith |
| Primary Client | Dr. Marshall Jones |

Front End Analysis:

Needs Analysis Section:

Organization Description

The University

Winthrop University is a medium-sized, accredited public university in Rock Hill, SC. It offers high-quality educational programs at superior value. Its student body is achievement-oriented, culturally diverse, and socially responsible.

University Mission Statement

Winthrop University provides personalized and challenging undergraduate, graduate, and continuing professional education programs of national caliber within a context dedicated to public service to the nation and to the State of South Carolina.

University Values

The values of service, excellence, diversity, community, and leadership provide the foundation for Winthrop's continuing development and shape Winthrop's continuing success.

The Graduate School

The Graduate School at Winthrop University offers more than 40 high-quality, affordable graduate programs for students who want an outstanding experience, not just a degree.

The M.Ed. in Learning Design and Technology

The Master of Education in Learning Design and Technology (LDT) is housed in the Graduate School at Winthrop University. The program is fully online. It emphasizes the study and application of learning theory and technology skills that can be applied to learning problems in a wide range of settings. Students learn to apply skills through a hands-on, project-based learning curriculum. LDT students progress through the program as a cohort. Dr. Marshall Jones, *PhD* is the program director and teaches all classes in the curriculum.

Performance Analysis

The M.Ed. in Learning Design and Technology is open to students who hold bachelor's degrees in any field. It is expected that some students will have no prior knowledge of the fundamentals of education. As such it is necessary to provide a foundation in educational theory at the beginning of the curriculum. The LDT program has identified two areas where improvement is needed, instruction on *Dale's Cone of Experiences* and proficiency in the creation of infographics.

Dale's Cone of Experience

It is important for students to thoroughly understand Dale's Cone of Experience. This model is a critical tool in the toolbelt of an instructional designer. At present, the LDT program's educational materials for Dale's Cone of Experience include a chapter reading in the online textbook and an article reading. Students engage with the material through text readings, but the program seeks to expand into interactive multimedia learning to provide more robust instruction and increase the retention of knowledge.

Infographics

The creation of infographics is a common technological task for instructional designers. The LDT program provides basic instruction on the creation of infographics. However, graphic design is a skill that takes time to develop. Some students are not confident in their ability to create infographics. A carefully organized interactive module is needed to bring students up to speed quickly and efficiently.

Desired Outcomes

Dale's Cone of Experience

Students will be able to explain Dale's Cone of Experience and describe how it is used to guide instructional design decisions.

Infographics

Students will be able to explain what an infographic is and create an infographic in Canva.

Problem Statement:

Dale's Cone of Experience

Not all students can confidently apply Dale's Cone of Experience after the readings.

Infographics

Not all students are proficient in the creation of infographics.

Learner Analysis Section

Basic Demographics

1. **Size of target audience:** Students progress through the LDT program as a cohort of about 30 learners.
2. **Are there any subgroups that may participate?** Many students are K-12 teachers and educators, but there are also professionals from business, information technology, the arts, and other industries.
3. **Age range:** Adults, 21 - 80.
4. **Grade level:** Graduate students.
5. **Gender breakdown:** 80% women/20% men.
6. **Cultural backgrounds:** The program is largely American, with some international students.
7. **Primary language:** All students are fluent in English.
8. **Employment status:** Most students are employed full-time while enrolled.
9. **Socioeconomic status:** Middle-class.
10. **Traditional/non-traditional/first generation learners?:** Non-traditional, adult learners.
11. **Geographic location(s):** Students are mainly based in the Carolinas, but the program is open to all.
12. **Internet connectivity?:** Internet access is available to every student.
13. **Access to technology?:** Everyone has a computer on which to complete coursework.

Interest Level of Your Learners

LDT students are highly-motivated learners.

They:

1. Are excited by the topics in the program.
2. Have chosen to pursue a graduate degree in Learning Design and Technology.
3. Are motivated by a desire to complete their master's degree.
4. Wish to have mastery of knowledge and skills that will increase their job prospects and pay.

Entry Level Behaviors

Dale's Cone of Experience

Basic computer and web skills.

Infographics

Learners should have a free Canva account.

Prerequisite Knowledge

Dale's Cone of Experience

Basic computer and web skills.

Infographics

Learners should have a free Canva account.