

Information and Instructional Design

Offering the Master of Science Degree

Master's of Science in Information and Instructional Design

The master's program in Information and Instructional Design (IID) is a companion program of the SPSU master's program in Information Design and Communications (IDC), and shares facilities, several faculty members, and several required and elective course offerings. This program blends the converging disciplines of Technical Communication and Instructional Design. Students in both programs begin with a common core of foundational courses in technical communication, but diverge in distinct branches with different goals and outcomes. This program will be delivered as a mix of fully online and hybrid (partially online) courses. Students will be admitted in cohorts beginning in the fall semesters and will first take the same three core courses currently required of students in the IDC program, plus an IDC course in website design. This will establish students in the fundamentals of information design, and they will then proceed to four core courses related to instructional design-technology, finishing with electives from both programs.

The program in IID has been developed to meet a conspicuous need for corporate arena professionals developing both informational resources and instructional solutions for adult learners. Program graduates will have demonstrated a flexible, highly competitive knowledge and skill set preparing them to serve corporate needs as:

- Instructional Developers
- Trainers
- Content Developers/Managers

Program objectives:

- Meet the educational requirements of professionals for the design and delivery of informational and instructional products.
- Create specialized learning opportunities that use best practices in communication and instruction.
- Provide focused analytic contexts to address audiences and communicative situations.
- Engage students with the tools and technologies to meet the needs of a variety of learners.

Program Outcomes

- Write and edit professional documents demonstrating mastery of grammar, usage, and structure; remove errors and improve readability.
- Identify, evaluate, and document source material.
- Use design principles to produce professional quality documents.
- Use design principles and professional tools to produce communication and instructional graphics in digital media.
- Demonstrate proficiency with technologies that instructional developers and technical communicators use.
- Apply project management tools and techniques to professional communication and instructional development needs.
- Use instructional design models, tools, and techniques to design, develop, integrate, and evaluate instructional media, methods, and systems that integrate research in cognitive psychology and contemporary theories and perspectives of teaching and learning in different modes of delivery for adult learners.
- Create work products that can be assembled into a professional portfolio.
- Demonstrate mastery in application, research, or content by successfully completing internship, thesis, or additional coursework.

Admission Requirements

Applicants admitted into the MS in Information and Instructional Design program must demonstrate strong written communication skills, a solid academic record, a good understanding of how their career goals fit within the goals and outcomes of the program, and a clear potential to contribute professionally. Applicants must complete the following to be considered for admission:

- Completed application, including a \$20 non-refundable application fee

- One official transcript from each college attended (these must be in sealed envelopes sent directly from the school)
- Immunization certification or immunization waiver (must be submitted to the school nurse, Julie Scala, jscala@spsu.edu, fax# 678-915-7367)
- Three academic or professional references on letterhead placed in a sealed envelope with the writer's signature placed over the seal
- Professional resume showing current and past work experience
- An application essay focusing on why the applicant feels that the MSIID program is a good match for his or her qualifications, experience, and career goals (essay should be at least two pages, double-spaced, and typed)
- GRE scores. Emphasis for admissions consideration is on verbal and analytical writing score. (GRE test scores may be waived, if an applicant has two or more years of directly relevant work experience. Applicants may submit, to the ETCMA Graduate Review Committee, a portfolio of work, along with a written summary with appropriate descriptions and narrative justification of the relevancy of the work experience to the candidate's suitability for graduate degree study in the IID program. i.e.: explanation of audience, purpose of each of the samples, and the applicant's role in creating them.)

The Information and Instructional Design program offers students the choice of two program options – an Internship Option, and a Class Work Option.

Degree Requirements for the Master of Science in Information and Instructional Design

Both IDC and IID students will begin with the same core of three IDC courses (9 credits):

- IDC 6001 Professional Practices of Communication
- IDC 6002 Information Design
- IDC 6030 Foundations of Graphics

IID students are also required to take IDC 6135 Website Design (3 credits).

IID students will then take four additional IDC core courses (12 credits):

- IID 6140 Instructional Systems Design
- IID 6001 Foundations of Instructional Technology
- PSYC 6011 Theories of Cognition
- PSYC 6010 Educational Psychology—The Adult Learner

IID students will choose twelve additional credits from selected IDC-IID offerings, providing high flexibility to tailor the program to the student's career objectives. These electives are restricted to those indicated in the IID Program Table of Courses (following). Other existing IDC courses are excluded as IID electives, except by successfully petitioning program administration.

Information Design and Communication Course Electives

- IDC 6040 Applied Graphics I
- IDC 6041 Applied Graphics II
- IDC 6120 Usability Testing
- IDC 6130 Online Documentation
- IDC 6060 International Technical Communication
- IDC 6010 Writing Across Media
- IDC 6080 Professional Oral Presentations
- IDC 6180 Information Architecture
- IDC 6110 Communications Project Management

Information and Instructional Design Course Electives

- IID 6145 Performance Technology
- IID 6045 Foundations of Multimedia
- IID 6050 Applied Multimedia
- IID 6155 Online Instructional Development
- IID 6020 Corporate Applications of Instructional Technology
- IID 6010 Technology Applications in Teaching and Learning

All Coursework Option

Core IDC Courses

IDC 6001	Professional Practices of Communication	3
IDC 6002	Information Design	3
IDC 6030	Foundations of Graphics	3
IDC 6135	Website Design	3

Core IID Courses

IDC 6140	Instructional Systems Design	3
IID 6001	Foundations of Instructional Technology	3
PSYC 6011	Theories of Cognition	3
PSYC 6010	Educational Psychology—The Adult Learner	3

IID-IDC Electives 12

Total for Program 36

Internship Option

Internship (IID 7601-7603)

Students may choose one or two internships to substitute for up to 6 credits of IID-IDC electives in the major. IID internships will be coordinated through the program's coordinator, in consultation with the ETCMA chair. Each intern will be assigned an internship advisor from the full-time faculty, who will monitor student progress and evaluate/document intern course outcomes. Internship applications will be accepted from Metro Atlanta corporate employers, may be proposed by students as related to their career objectives, and may be solicited from the program's advisory board.

While taking the internship, students may enroll in a maximum of nine hours per semester. Three hours of internship plus two courses or six hours of internship plus one course.

Further Information

For questions about the Information and Instructional Design program, contact the English, Technical Communication, and Media Arts Department. The number is 678-915-7202; or email TCOM@spsu.edu. Visit the web site at iid.spsu.edu for more information.

Information and Instructional Design Graduate Courses

Core IDC Courses

IDC 6001

Professional Practices of Communication

3-0-3

Overview of technical writing and editing. Emphasis on drafting and editing many documents that reflect the variety of writing done in the field of technical communication. Both experienced and inexperienced writers will benefit from this course, which must be taken the first semester of enrollment in the program.

IDC 6002

Information Design

3-0-3

Prerequisite or Co-Requisites: IDC 6001, IDC 6030

Study of the main design elements in information products with an emphasis on rhetorical and theoretical underpinnings for design decisions. Students work on designing and redesigning products in various media. Requirements include a report on document design that demonstrates solid application of theoretical principles. Should be taken as soon as possible after admission.

IDC 6030

Foundations of Graphics

3-0-3

Prerequisite IDC 6001

An introduction to the fundamental elements and principles of graphic design and application of these concepts to page design and layout. Study of elementary color theory. Introduction to production techniques and current software applications. Students who took TCOM 4030 Foundations of Graphics as undergraduates must take IDC 6040 Applied Graphics as their required graphics course instead of IDC 6030. Students who took TCOM 4030 Foundations of Graphics as undergraduates may not count IDC 6030 for credit toward their graduate degree.

IDC 6135

Web Site Design

3-0-3

Co- or Pre-Requisite: IDC 6002

Advanced theoretical study and application of best practices for the design and delivery of information on the World Wide Web. Students learn the fundamentals of HTML, use of HTML authoring tools, web content writing and editing, page layout, design of web graphics and multimedia elements, and website architecture and content management. Students work individually and in teams to design and develop websites. Some instruction is provided in basic HTML and XHTML coding, the composition of cascading style sheets, and the use of a current web site development software package.

Core IID Courses

IID 6001

Foundations of Instructional Technology

3-0-3

Prerequisite: successful completion of IID program core courses

Course provides students a detailed introduction to and overview of the field of instructional design-technology. Emphasis on historical origins and principles, seminal literature, important theorists, current and best practices, emerging technologies, and future directions. Provides students with the “big picture” of instructional technology and gives them a context for future courses.

IID 6140

Instructional Systems Design

3-0-3

Prerequisite: successful completion of IID program core courses; Co- or Pre-Requisite: PSYC 6010 and PSYC 6011

Course introduces and applies the literature, tools, and techniques of systematic instructional design. Includes substantial online course elements. Students will study major models of instructional design and apply them to develop and refine a unit of instruction. The course addresses the literature and theory underlying formal instructional development – particularly cognitive psychology—and provides practice in goal analysis, team instructional development, formative evaluation, and evaluation.

Cross-listed as IDC 6140

PSYC 6011

Theories of Cognition

3-0-3

Prerequisite: Undergraduate transcript must document introduction to Psychology, Educational Psychology, Cognitive Psychology, or course equivalent of one of these.

Cognitive psychology as applied to education. Cognitive theories, models, and processes are applied to the teaching and learning of school skills and content areas. Processes such as attention, critical

thinking, concept formation, language, memory, and problem solving are examined. Cognitive psychology principles are used to examine and refine instructional methods.

PSYC 6010

Educational Psychology—The Adult Learner

3-0-3

Prerequisite: Undergraduate transcript must document introduction to Psychology, Educational Psychology, Cognitive Psychology, or course equivalent of one of these.

Learners, learning, and teaching. Course explores current theory and information on the teaching and learning process for adult learners. The behavioral and cognitive views are presented and educational theory applied to instructional development is stressed.

IID Program Electives

IID 6010

Technology Applications in Teaching and Learning

3-0-3

Prerequisite: successful completion of IID program core courses

Course provides a comprehensive overview of technology applied to teaching and learning needs, from historical origins to contemporary applications to emerging technologies. Emphasis on theory and literature underlying judicious technology integration, myths and realities, challenges and affordances.

IID 6020

Corporate Applications of Instructional Technology

3-0-3

Prerequisite: successful completion of IID program core courses

Course provides opportunities to directly explore exemplary education, training, and performance support centers in the Metro Atlanta corporate sector. Special attention to emerging technologies and challenges to quality and success. Extensive literature review and reflective field experience reports provide opportunities to examine the opportunities, and latest tools, technologies, and solutions.

IID 6145

Performance Technology

3-0-3

Prerequisite: successful completion of IID program core courses

Course introduces and applies the literature, tools, and techniques of performance technology. The performance technologist analyzes and solves human productivity and efficiency problems in the workplace. Students will examine major models of performance improvement, and adapt and apply them to simulated corporate productivity challenges, and to real opportunities in their own work experience. This highly participatory course is a natural complement to graduate courses in instructional design and instructional technology.

Cross-listed as IDC 6145

IID 6155

Online Instructional Development

3-0-3

Prerequisite: successful completion of IID program core courses, and IID 6140

Course explores online instructional development and deployment in higher education and corporate arenas, addressing issues of pedagogy, current and emerging technologies, marketing, design, and evaluation. Students will create, deploy and evaluate online instructional modules in a variety of online technologies.

Cross-listed as IDC 6155

IID 6045

Foundations of Multimedia

3-0-3

Prerequisite: successful completion of IID program core courses

A study of the foundations of multimedia including theory, planning, scripting, storyboarding, and production. Students will submit research work on the theory of multimedia. This course is double-listed for both undergraduate and graduate students. Graduate students will be required to complete additional work that emphasizes theory and research over application. Thus they must demonstrate a higher level of learning than undergraduates. MSIDC students who took TCOM 4045 Foundations of Multimedia as undergraduates may not count IDC 6045 for credit toward their graduate degree.

Cross-listed as IDC 6145

IID 6050

Applied Multimedia

3-0-3

Prerequisite: successful completion of IID program core courses, and IID 6045

Study of specific applications of multimedia in technical and professional communication, education, marketing, and training, including authoring for Web pages. Projects emphasize hypermedia, hyperlinks, and interactive design for use in technical manuals, proposals, informational kiosks, marketing presentations, resumes, and electronic information systems.

Cross-listed as IDC 6050

IID 7601-7603

Master's Internship

1 to 3 hours

Prerequisites: Completion of 27 hours of IID coursework or consent of the department chair, confirmation of approved internship.

Course provides student with hands-on experience in information and instructional design in a professional environment. Work should be typical of technical communicators and/or instructional developers. Work may be either an extended project or a variety of shorter assignments.

IDC Program Electives

See course information and descriptions for Information Design and Communication program courses.

IDC 6040 Applied Graphics I

IDC 6041 Applied Graphics II

IDC 6120 Usability Testing

IDC 6130 Online Documentation

IDC 6060 International Technical Communication

IDC 6010 Writing Across Media

IDC 6080 Professional Oral Presentations

IDC 6180 Information Architecture