



Rapid Instructional Design: Learning ID Fast and Right

By George M. Piskurich

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Rapid Instructional Design: Learning ID Fast and Right By George M. Piskurich

The classic guide to instructional design, fully updated for the new ways we learn

Rapid Instructional Design is the industry standard guide to creating effective instructional materials, providing no-nonsense practicality rather than theory-driven text. Beginning with a look at what "instructional design" really means, readers are guided step-by-step through the ADDIE model to explore techniques for analysis, design, development, intervention, and evaluation. This new third edition has been updated to cover new applications, technologies, and concepts, and includes many new templates, real-life examples, and additional instructor materials. Instruction delivery has expanded rapidly in the nine years since the second edition's publication, and this update covers all the major advances in the field. The major instructional models are expanded to apply to e-learning, MOOCs, mobile learning, and social network-based learning. Informal learning and communities of practice are examined, as well.

Instructional design is the systematic process by which instructional materials are designed, developed, and delivered. Designers must determine the learner's current state and needs, define the end goals of the instruction, and create an intervention to assist in the transition. This book is a complete guide to the process, helping readers design efficient, effective materials.

- Learn the ins and outs of the ADDIE model
- Discover shortcuts for rapid design
- Design for e-learning, Millennials, and MOOCs
- Investigate methods for emerging avenues of instruction

This book does exactly what a well-designed course should do, providing relevant guidance for anyone who wants to know how to apply good instructional design. Eminently practical and fully up-to-date, *Rapid Instructional Design* is the one-stop guide to more effective instruction.

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Editorial Review

From the Back Cover

The Comprehensive Guide to Designing Quality Learning Materials

Rapid Instructional Design takes you step by step through the widely used ADDIE model to design, develop, and deliver high-quality instructional materials. This newly updated third edition includes coverage of the latest products and technologies that facilitate the process, as well as brand new information on mobile learning, social network-based learning, communities of practice, and informal learning. You'll discover the best methods for determining the learner's needs and current level of knowledge, defining a concrete end goal, and creating the most effective intervention to aid in the transition. New templates and examples clearly illustrate theory and application, allowing you to immediately begin using what you've learned.

Almost all instructional design models are based on ADDIE—Analysis, Design, Development, Implementation, and Evaluation. This book walks you through the entire process in clear terms, giving you the practical understanding you need to apply good instructional design. It is your guide to:

- Perform a pre-design assessment that informs design strategy
- Identify objectives, and determine content, structure, and delivery
- Overcome common implementation challenges with beta tests
- Evaluate results to determine effectiveness and guide revisions
- Discover the technologies and products that provide useful shortcuts

Instructional designers and technologists are in high demand as organizations increasingly turn toward instructional design to solve business performance problems and provide media-rich e-learning solutions. As the go-to alternative to traditional theory-based texts, *Rapid Instructional Design* is the informative, highly practical industry standard guide.

About the Author

GEORGE M. PISKURICH is an organizational learning and performance consultant specializing in e-learning interventions, performance analysis, and telecommuting. He is an active member of both ISPI and ASTD, with over twenty-five years of experience in learning technology facilitation and design for both multi-national corporations and smaller organizations. George also teaches at John Carroll University, N.C. State, Georgia State, and Mercer University, and resides in El Paso, TX.

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