



Designing Effective Instruction

Gary R. Morrison

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This is a valuable resource that provides instructional designers with the practical skills they need to meet the challenges of creating effective and efficient educational materials. Updated and revised, the Seventh Edition focuses on a consistent approach to instructional design by reflecting the trends both in practice and in research. The basics of instructional design are covered, helping students develop a solid foundation in the design process so that they can use the skills in the content of multi-media, classroom, and distance-education settings. Designing Effective Instruction, 7th Edition incorporates both behavioral and cognitive approaches into the design model that reflects design decisions based on research.

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