UNIVERSITI TEKNOLOGI MARA
CIT562: INSTRUCTIONAL COMMUNICATION TECHNOLOGY

Course Name (English)	INSTRUCTIONAL COMMUNICATION TECHNOLOGY `APPROVED`
Course Code	CIT562

MQF Credit	4

Course Description	This applications course provides both introductory information and application of skills and techniques necessary in the design and development, and evaluation of sound instructional products. These skills are particularly pertinent for efficient and cost effective development of effective solutions to novel instructional problems. This course provides a systematic approach to designing and developing strategies in generating effective instructional communication package. The syllabus of this course guides students to the procedures of implementing a systematic design and development, which involves the process of analyzing, planning, designing, developing and implementation of instructional communication for use in various settings, be it in training management or communication planning.

Transferable Skills	Using Adobe After Effect Software

Teaching Methodologies	Lectures, Presentation, Computer Aided Learning

CLO		
	CLO1	Demonstrate an understanding of the instructional design process.
	CLO2	Identify and summarize the major elements commonly included in instructional design models.
	CLO3	Differentiate the understanding of the tools required in designing principles of developing instructional programs.
	CLO4	Demonstrate the competencies in planning and designing instructional design project.

Pre-Requisite Courses	No course recommendations

Topics
1. Introduction to Instructional Communication Technology and Design 1.1) Defining instructional communication technology and design 1.2) Understanding instructional design objectives 1.3) Rationale of instructional design 1.4) Strategies of effective instructional communication technology and design
2. Designing Instruction principles 2.1) Fundamentals of Instructional design 2.2) Instructional design Activities (IDAs) 2.3) Phases of designing 2.4) Typical Instructional design procedure 2.5) Instructional design approach for instructors
3. Designing solutions 3.1) Planning an instructional needs assessment 3.2) Identify an instructional problem 3.3) Conducting an instructional task analysis
4. Concept development in instructional design 4.1) Developing the concept 4.2) Strategies in instructional design development 4.3) Instructional design development planning
5. Procedure of instructional visual 5.1) Overview of procedures of instructional visual 5.2) Design criterion measures 5.3) Addressing instructional problems

6. Understanding the users
6.1) Types of audience as instructional participants
6.2) Assessing human characteristics and audience behaviors
6.3) Need analysis of the learner and instructional context

7. Delivery systems
7.1) Understanding delivery systems
7.2) Selecting delivery systems
7.3) Designing techniques in delivery systems

8. Technology in instructional designing aid materials
8.1) Technology applications and instructional design
8.2) Selecting appropriate instructional strategies

9. Media and Instructional Media
9.1) Selecting media in instructional designing
9.2) Appropriate conditions of technology use development techniques for specific media

10. Instructional design Models
10.1) Types of instructional Models
10.2) Comparative analysis of instructional Models
10.3) Materials-centered instruction

11. Prototype
11.1) Planning prototype
11.2) Prototype product construct

12. Ethics in instructional design practices
12.1) Ethical considerations in instructional design
12.2) Common ethical dilemma in instructional design processes

13. Issues in instructional communication technology and design
13.1) Current issues in instructional communication technology
13.2) Common issues and lessons learned in instructional designing
13.3) Analyzing issues in instructional communication technology and design

14. Assessing instructional materials
14.1) Assessment procedures
14.2) Analyzing the approach, in various contexts
14.3) Analyzing the objectives, planning and implementation

Assessment Breakdown	%
Continuous Assessment	75.00%
Final Assessment	25.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Group Project	Students need to work in group of 3 - 5 person. Each of the group have to prepare a proposal for instructional video within 7 minutes of time duration. All students also have to participate in the ground work activities such as handling camera video, camera shooting, voiceover dubbing, interviewing the SME and other learning activities. This group assignment need to presented at the end of week 14.	45%	CLO1 , CLO2 , CLO3 , CLO4
	Individual Project	Student needs to produce an individual video about their self within 3 minutes duration time using software that has been learned in the computer lab.	15%	CLO1 , CLO2 , CLO3
	Individual Project	Student needs to produce an individual Public Service Announcement video within 60 second duration time using software that has been learned in the computer lab.	15%	CLO1 , CLO2 , CLO3

Reading List	Recommended Text	• **Ragan, T. J. 1999, *Instructional Design*, Macmillan Publishing Company. New York**
	Reference Book Resources	• **Anglin, G. 1995, *Instructional Technology: past, present and future***
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	