

Contents

Preface	ix
Acknowledgments	xiii
Part I: Fundamentals	
1. Introduction	3
2. Design Layers	17
3. Design Process	49
4. Systems in Design	83
5. The New Contexts of Instructional Design: Instruction, Learning, Technology, and Design	111
6. Instructional Design and Theory	145
7. Operational Principles and Design Languages	173
Part II: Design in Layers	
8. Design Within the Message Layer	203
9. Design Within the Control Layer	227
10. Design Within the Representation Layer	255
11. Design Within the Content Layer	279
12. Design Within the Strategy Layer	299
13. Design Within the Data Management Layer	323
14. Design Within the Media-Logic Layer	341
Part III: The Designer's Value-Added	
15. Layers and Modularity	363
16. Adding Value to the Organization	385
Appendix A: Target Population Analysis	411
Appendix B: Current Training and Resources Analysis	417
Appendix C: Evaluation Planning	423
Appendix D: Management Planning	427
Appendix E: Implementation Planning	437
References	441
Index	455
Author Biography	465
	vii