

Instructional Design for Editors

with Clayton R. Wright

The Workshop

Adding knowledge of instructional design to our repertoires gives editors and writers versatility and greater employability in the fast-growing area of on-line delivery.

The workshop includes:

- An overview of course development and online course delivery, e-learning, web-based instruction
- A basic instructional design model (ADDIE = analyze, design, develop, implement, and evaluate)
- Editing skills and instructional design—where does the editor come in?
- A brief introduction to learning theories and instructional events
- Learner attributes and their effects on learning
- Characteristics and functions of good learning objectives
- What the editor needs to know about learning objectives
- Content organization and sequencing
- The role of new media in instructional design and what an editor needs to know about educational technology

The Facilitator

Clayton R. Wright is a world leader in the field of instructional design. He has expertise in curriculum development, instructional design, educational technology, distance education, and professional development in Canadian and international settings. He has secondary and post-secondary teaching and administrative experience in Quebec, Ontario, and Alberta; has taught media courses at the University of Alberta; and, led the Instructional Media and Design team at Grant MacEwan College. He often works with editors and values their skills and contributions to the development of effective print- and web-based materials.

Details

Date: Friday, June 6, 2008

Time: 9:00 a.m. to 4:30 p.m.

Location: Salon 5, Shaw Conference Centre, Edmonton

Fee: EAC Members: \$145 (plus GST)
Non EAC Members: \$190 (plus GST)

A continental breakfast and afternoon refreshments are provided. There will be a 1.5 hours lunch break. Lunch is not provided.

To register:

- To register for this workshop, visit the Editors' Association of Canada website (www.editors.ca) and click on the Conference 2008 link.
- Payment can be made by VISA, Mastercard, or cheque. (Note: You can attend this workshop without registering for the conference.)

Cancellation Policy

Registration fee will be refunded (minus a \$50 administrative fee) if a written cancellation request is received by May 21, 2008. No refunds will be made after this date.

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