# Products & Services

## Teaching. Learning. Improving.

Our focus at the Center for Instructional Design (CID) is to support you in these three areas. Nothing more. Nothing less. You have the greatest impact on the teaching and learning processes here at Brigham Young University. You are the designers of the learning experience. As you improve your skills for the classroom and beyond, your influence can enhance students' lives and enable them to contribute in significant and lasting ways.

Several teaching-and-learning-with-technology (TLT) tools are available to assist you as you create engaging learning environments for your students. CID consultants can guide you through these many (TLT) resources to help you find the right fit for your curriculum. CID can assist you in the redesign of an entire course, the restructuring of a single lesson, or in the creation of multimedia learning objects. CID also offers training and support for Blackboard and other TLT applications. This booklet contains information on these products and services offered through CID.

The TLT resources at CID are organized under seven categories:

- Consulting, training and support services
- Reference materials and resource collections
- Presentations and demonstrations
- Simulations and learning interactions
- Communication and collaboration tools
- Assessment instruments and methods
- Evaluation methods and instruments

When you partner with CID to improve your course or your skills, you will be working with a team of over thirty full-time professional instructional designers, media production designers, evaluators, and project managers. CID also employs about 150 students as assistants, consultants, animators, artists, researchers, programmers, editors, evaluators, and project coordinators.

Teaching. Learning. Improving. Many options are available to you. CID is your one-stop shop to explore these options. We are here for you.

# Consulting, Training & Support Services

Sometimes all you need is a little push to get you started on redesigning that course or enhancing a lesson with technology. Perhaps a session or online tutorial for you or your TA can provide the necessary information to scan that slide, burn that DVD, or answer that Blackboard question. CID's student support experts, Instructional Media Consultants, excel at knowing the ins-and-outs of TLT applications. Stop by our walk-in faculty support area, the Instructional Media Center, to find these services:

- Assistance in creating small multimedia objects to enhance your teaching.
- Equipment & expertise to capture & edit digital video, as well to create video CDs or DVDs.
- Help with digital pictures (scanning, photo touch-up, digital cameras, etc.).
- Consultation in creating & effectively using Blackboard courses.
- Training in effective use of presentations, web sites, animation, instructional video, & other digital media used in the classroom.
- Software training for do-it-yourself media projects.

The Instructional Media Center is open weekdays from 8 AM to 6 PM. Our services are free for you and your TAs. Call us at 422-1888 and let us see what we can do for you.

If your need is more than what is listed here, such as the redesign of a course or the alignment of objectives with assessment items, contact the CID full-time instructional design consultant assigned to your college. You can find your consultant at *http://cid.byu.edu/consult.htm*. CID's instructional design consultants work directly with faculty and departments to plan how they can include technology in their teaching. Our consultants will help you decide what type of technology fits best with the goals of your course, as well as what services offered at CID will best help you reach these goals.

# Assessment Methods & Instruments

How do you know if they understood what you taught? The obvious answer is to give a test; but, the forms which this assessment can take abound. CID can assist faculty and their students in collecting information regarding student performance in any one of a number of ways.

Examples of assessment methods include the following:

- Quizzes & tests
- Self-check exercises
- Drill & practice exercises
- Surveys
- Concept maps
- Electronic portfolios
- Electronic performance assessments
- Technology-mediated interviews
- Products & services from other categories when used for assessment

## Example:
## Chinese Listening Comprehension Quiz
### Interactive Audio Quiz

This electronic quiz contains Chinese audio segments to which students listen in order to answer questions that test vocabulary and listening comprehension. It is organized into lessons covering different aspects of the Chinese language. Students can work at their own pace, and can use the quiz to practice again and again those topics that are most difficult for
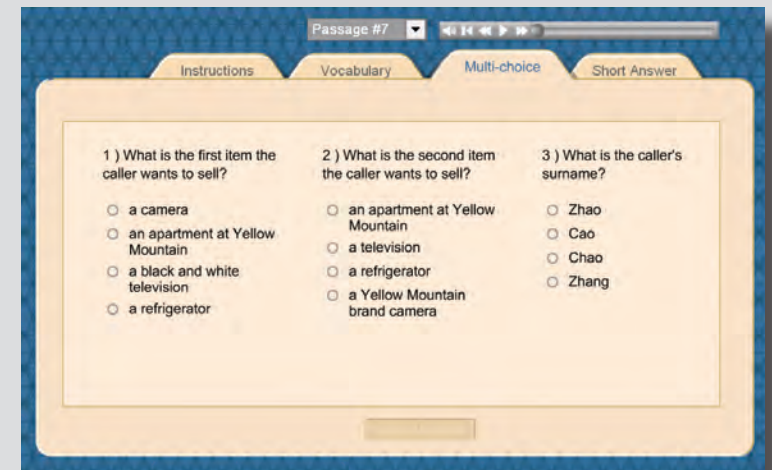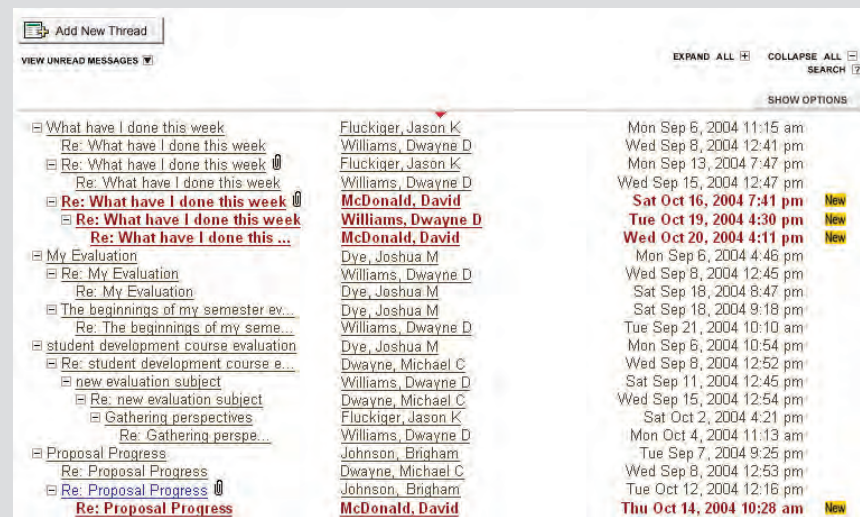
# Communication & Collaboration Tools

There are many ways to improve communication and collaboration with and among students. CID can help you enhance learning by teaching you about these facilitating and structuring communication and collaboration tools.

Among the many tools CID can help you use, are the following:

- Asynchronous ("threaded") discussions
- Virtual classroom & synchronous chats
- E-mail interactions
- Group pages
- Web logs ("Blogs")
- Wikis (contributory encyclopedia)
- Instant messaging
- Web conferencing
- Multi-User Virtual Environments (MUVEs)

## Example:
## Threaded Discussion Groups
### Blackboard's Discussion Tool

Blackboard provides a powerful threaded discussion tool which can be used with small groups or the entire class. Threaded discussions improve learning by letting students connect with and collaborate with each other during work on assignments. An Instructional Media Consultant can help you set one up; and CID's instructional designers can show you how to make good use of it.



---

# Reference Materials & Resource Collections

Reference and resource products are like "digital encyclopedias." They use the computer to provide access to information or learning resources in a convenient, organized way. They may be stored online and accessed through a Web page, or stored on a CD-ROM or other portable media.

Some of this type of product includes the following:

- Encyclopedic compilations
- Interactive maps or timelines
- Multimedia collections or digital libraries

## Example:
## Art of the Ancient Mediteranean World
### Interactive Museum Exhibit

The BYU Museum of Art's Interactive Web Exhibit entitled *Art of the Ancient Mediteranean World* provides users with an online, Web-based, interactive museum experience. The Website includes exhibits, explanations, and Q&A interactions for students as they move from one part of the exhibit to another. Because you can visit the artifacts in any order, the Interactive Exhibit also serves as a reference guide to the real thing. It is a more immersive experience than many Websites, with audio and visual elements that are reminiscent of the actual exhibit.
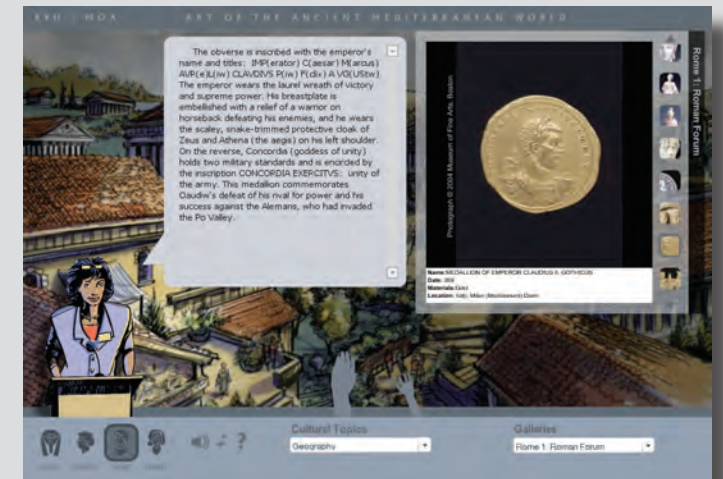
# Presentations & Demonstrations

Two of the most common things faculty do when they lecture is present and demonstrate. Products and services in this category can amplify your presentation and demonstration with high-quality graphic design, improved tables and representations, and even animation, sound, and video. These presentations can be built for the faculty member to use in the classroom or so constructed that it is useful over the Web or using other digital media.

Products and services in this category include the following:

- Recorded (taped) lectures
- Animations of processes, procedures or interactions
- Video demonstrations of processes, procedures or interactions

## Example:
## Local Context in a Global Environment
International Business DVD



To help the faculty present and demonstrate business ethics using a format that helps immerse the students in real-world situations, this International Business DVD uses national news broadcasts to show students real-life situations where they must apply ethical principles. By viewing and discussing these situations, students are able to think about how to apply ethical principles in context and in more meaningful ways.

# Simulations & Learning Interactions

Simulations and learning interactions are some of the most exciting products we help create. Items in this category let students interact directly with content in meaningful ways. They often take the form of virtual models of various types of systems, in which students can apply knowledge, conduct experiments, and practice skills or procedures.

Some of this type of product includes:

- **Interactive case studies**
- **WebQuests**
- **Problem-solving tools**
- **Instructional simulation**
- **Microworlds**
- **Construction projects**
- **Self-Expression projects**
- **Teleapprenticeships**
- **Reflection activities**

## Example:
## Virtual Audiometer
Interactive Audiometer Simulation

An audiometer is used to measure hearing loss. It is a complex piece of equipment that requires specialized training to operate. This simulated *Virtual Audiometer* helps students learn to administer hearing tests using the most up-to-date equipment available. The simulation features a variety of virtual patients with different types of hearing problems who respond in a realistic manner.
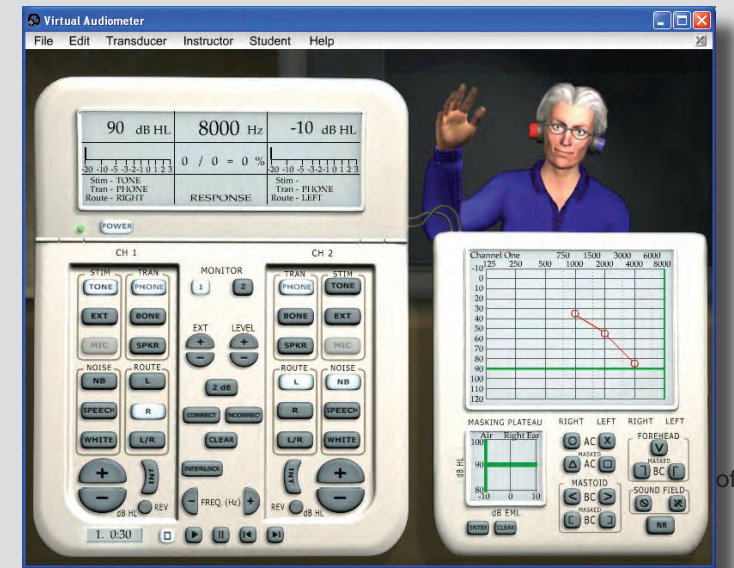
# Course Evaluation Methods & Instruments

After CID has served you, we make an effort to step back and carefully evaluate whether the service provided or product created worked. This provides the faculty and CID with needed data to make important design improvements, implementation adjustments, and adoption decisions. We can also help you evaluate other aspects of you classroom if you need.

Some of this type of product includes:

- Usability/accessibility evaluations
- Implementation/formative evaluations
- Outcome/summative evaluations

## Example:
## Student Feedback Survey
Survey using Blackboard Quiz Engine

CID has used both Blackboard 6's quiz capability or the Flashlight Survey tool to create dozens of custom-built surveys. These surveys can help instructors gather from students how well the course is meeting expectations, as well as anything the students see as possible areas of improvement, or anything else, for that matter. CID has people who are expert at constructing survey items that get at the information you're trying to understand.

For example customized surveys can gather important information, including feedback and reactions to concepts presented in class. By reviewing student responses to surveys, instructors can determine which concepts need more explanation or which concepts are fully understood. Instructors can then personalize the course material to address the collective or individual needs of the students.