University of South Alabama

INSTRUCTIONAL DESIGN & DEVELOPMENT

Master's and Doctoral Programs

OVERVIEW

- **USA College of Education offers M.S. and Ph.D. degrees in Instructional Design & Development (IDD)**
- **IDD is a growing career field that offers exciting professional and academic opportunities**
- **USA IDD program has an international reputation for excellence and a strong record of job placements**
- **Many majors offer great preparation for a successful career in IDD!**

OUTLINE

- **What is Instructional Design?**
- **Jobs / Career Opportunities**
- **Master's Program**
- **Doctoral Program**
- **Why pick USA IDD Program?**
- **Advantages of Different Majors for IDD**
- **Frequently Asked Questions**
- **More Information**

What is Instructional Design?

- **ID combines principles from psychology, business, systems theory, education, communication, and other fields to address organizational performance problems**

- **Instructional designers work with other experts to create training and other products that help people & organizations be successful**

Where Instructional Design is Used?

Instructional Designers work in:

- **Corporations to analyze, design, develop, implement, & evaluate training programs**
- **Government, military, colleges and universities, K-12 schools, non-profits, & health care systems**

Instructional designers work with multimedia, educational games, virtual realities, online learning & other cutting-edge projects

What are Instructional Design Groups?

- **Instructional designers are members of 5 main professional organizations:**
  - **AECT – http://www.aect.org**
  - **ISPI – http://ispi.org**
  - **ASTD – http://astd.org**
  - **ISTE – http://iste.org**
  - **AERA – http://aera.net**

- **Instructional Design – Wikipedia**
  http://en.wikipedia.org/wiki/Instructional_design

Jobs / Career Opportunities

Instructional Designers are in high demand

Jobs available throughout:

- **Mobile area**
- **Southeast, especially in large cities (Atlanta, Orlando, Charlotte, Memphis, etc.)**
- **US & the Globe**

Hot **job market in ID expected for foreseeable future**

Recent Jobs / Career Opportunities

USA IDD graduates recently hired by…

- Accenture Consulting
- General Motors
- Microsoft
- Army Corps of Engineers
- US Navy & US Army
- Enterprise Corporation
- US Sports Academy
- Loyola University - Chicago
- US Coast Guard
- Intel
- Raytheon
- Cingular
- Baring Point Consulting
- Univ. of North Dakota
- Univ. of Southern Miss
- Many others….

Looking for Jobs/Career Opportunities?

Search for ID jobs at:

- Monster.com
  https://www.monster.com/jobs/search/?q=__22instructional-design__22&cy=us&client=classic&jobid=196594806

- HigherEdJobs.com
  https://www.higheredjobs.com/faculty/default.cfm

- AECT Job Center
- https://www.jobtarget.com

Master's Program

- **M.S. graduates work as instructional designers, performance technologists, courseware developers**
- **40 hour curriculum (minimum)**
- **Develop own emphasis in courses (such as technology, psychology, performance and training, research & evaluation, or others)**
- **Master's Program of Study**
  https://www.southalabama.edu/colleges/ceps/cins/resources/iddms.pdf

Doctoral Program

- **Advanced study in IDD, psychology, research methods, and statistics**
- **Ph.D. graduates find jobs as university professors or managers in business/industry**
- **Must have a master's degree in a related field**
- **57 hours (minimum) curriculum**
- **Doctoral Program of Study**
  https://www.southalabama.edu/colleges/ceps/cins/resources/iddphd.pdf

Doctoral Track Program

- **For students without an IDD Master's**
- **Core prerequisites in IDD that lead into Ph.D. curriculum**
- **May enter Doctoral Track directly from undergraduate program or after master's in another field**
- **82 Hours (minimum) curriculum**
- **Doctoral Track Program of Study**
  https://www.southalabama.edu/colleges/ceps/cins/idd-phd.html

Why pick USA IDD Program #1?

Great career preparation

- **Our graduates get high paying jobs**
- **Ph.D. graduates successful in finding faculty jobs**
- **Excellent opportunities for paid internships and part-time work while in program**
- **Opportunities to work with faculty on research and consulting projects**

Why pick USA IDD Program #2?

Experienced, dedicated faculty!

- **Faculty recognized for their research, teaching, and professional activities**
- **Faculty have doctoral degrees from top universities and significant practical experience in IDD**
- **Faculty published numerous books and articles**
- **Faculty interests include online learning, organizational development, metacognition, evaluation, and technology-based training**

IDD Faculty

Dr. Davidson-Shivers

Dr. Johnson

Dr. Billingsley

Dr. Moody

Dr. Zha

Dr. Van Haneghan

Why pick USA IDD Program #3?

Active, friendly social environment!

IDD Student Group

Fun social events throughout year

Why pick USA IDD Program #4?

Challenging academic and scholarly environment!

- Mixture of hands-on and theoretical courses
- Courses in psychology, multimedia, e-learning, educational theory, research & statistics, and evaluation
- Active involvement in professional organizations and conferences

Why pick USA IDD Program #5?

Talented, motivated students from around the world!

- **Students from Thailand, Kenya, India, Malaysia, Bangladesh, and more!**
- **Students with varied backgrounds (military, education, business, computing, museums, nursing)**
- **Diverse student body (age, gender, nationality and culture)**

Advantages of Different Majors for IDD

- Many majors provide a great preparation for Instructional Design!
- Education – classroom teaching experience, knowledge of instructional strategies, assessment, etc.
- Business – experience working in a business setting, knowledge of management theories, marketing, budgets, contracts, reports, data management, etc.
- Psychology – knowledge of how people learn, cognitive processes, moral, behavioral, and intellectual development, etc.

Advantages of Different Majors for IDD continued…

- Computer Science – multimedia, networking, databases, graphics, programming, etc.
- Communication – knowledge of the communication process, storyboarding, message design, feedback, etc.
- Sociology/Anthropology – knowledge of people and cultures, understanding of multiple perspectives, organizational behavior, research methods, etc.
- Others – Statistics, Art, Media, Literature, Counseling, Philosophy, etc.

Frequently Asked Questions

- **What are admissions requirements?**
  - **GRE**
  - **Undergraduate Degree**
  - **Transcripts**
  - **Application**
  - **3 Letters of recommendation (2 for master's)**
  - **PhD applicants must write statement of purpose describing their professional, academic, and research goals**

Helpful Admission Links

- **Graduate Admissions Office**
  http://www.southalabama.edu/colleges/graduateschool/gradadmiss.html

  Grad School Application Form
  http://www.southalabama.edu/departments/admissions/graduatestudents/

  Application Instructions for International Admissions
  http://www.southalabama.edu/departments/international/

Another Frequently Asked Question

- **What do I need to make on GRE?**
  - **No “cut off” score automatically qualifies for admission or denies admission**
  - **GRE score is only 1 of the factors in admission decision**
  - **Scores in area of 500 for verbal, 500 for quantitative, 4.0 for analytical writing typical of current students**
  - **Best advice: Prepare and do your best!**

A Very Important FAQ:

1. Are graduate assistantships available?

YES!

- **Graduate assistantships available for both master's & doctoral students**
- **Assistantships are competitive with no guarantees**
- **But usually space for students with strong work ethic and skills**

Graduate Assistantship Application

- Graduate Assistant Information

http://www.southalabama.edu/departments/eforms/graduateschool/graduateassistantapptform.pdf

GS Form 012 (8/04)

UNIVERSITY OF SOUTH ALABAMA
APPLICATION AND RECOMMENDATION FOR
GRADUATE ASSISTANTSHIP/FELLOWSHIP

This section is to be completed by student. Please type or print. **US Citizen:** (yes or no (please circle one)

Name: Mr/Ms _____ **Phone:** (Home) _____ (Work) _____
Current Address: _____ **SS#:** _____
E-Mail Address: _____
Student #: _____ **Semester Admitted:** _____ **College:** _____ **Dept:** _____

Education:

College/University	Location	Dates Attended	Degree/Major

Work Experience:

Employer	Location	Dates	Position

Academic Honors/Professional Activities:

Special Skills or Areas of Expertise:

References:

Name	Title	Address	Telephone

It is the responsibility of the student to contact the listed references and arrange to have letters of recommendation sent to the Department Chair by the departmental application deadline. (Deadlines vary with department.)

How will this graduate assistantship further your career goals?

Applicant's Signature _____ **Date:** _____

Return form to Departmental Office

A Very Frequently Asked Question

2. What do instructional designers get paid?

- **Instructional designers work in so many different settings and in different jobs that starting and advanced salaries vary widely**
- **ID salaries are generally competitive with other related fields**

Naturally Frequently Asked Question

3. Are any courses online?

YES!

- **Master's degree can be completed entirely online or through online and oncampus courses.**
- **Ph.D. has many online courses available, but can not be completed entirely online**

Online Courses

- USA Online Homepage
  https://ecampus.southalabama.edu/

- IDD Master's Degree Online
  https://www.southalabama.edu/colleges/ceps/cins/idd-ms.html

USA Online

Other Questions?

Anything else you want to know about:

- **Instructional Design field**
- **USA**
- **IDD Program**

For More Information

University of South Alabama
College of Education and
Professional Studies
Instructional Design & Development
UCOM 3800
Mobile, AL 36688
251-380-2861

More Information Online

Websites:

College of Education & Professional Studies

https://www.southalabama.edu/colleges/ceps/

Instructional Design & Development

http://www.southalabama.edu/colleges/ceps/cins/idd-main.html

CONCLUSION

The University of South Alabama's Instructional Design & Development program is a great place to earn a Master's or Doctoral degree!

Please let us know if you are interested in learning more!