

Principles of Learning Message Design (EDIT 5224)

Course Objectives:

Welcome to Principles of Learning Message Design. The overall goal of this module is to introduce students to message design principles in the context of instructional design. It builds on students' knowledge base of principles of instructional design and takes them further to understand and utilize various message design principles and tools in the development and evaluation of instruction in various contexts. Students will not only be required to demonstrate knowledge of message design principles but also show ability to utilize various principles and tools to design instruction in such a way that it promotes attention, perception and retention.

Course Goal:

1. understanding what message design is, including its history.
2. understanding the concept of perception and principles of message design.
3. demonstrating knowledge in the use of color, text, sound images, diagrams, graphs, and charts in message design.
4. demonstrating understanding in the appropriate use of technology in message design.
5. demonstrating the skill and knowledge to organize message design projects.