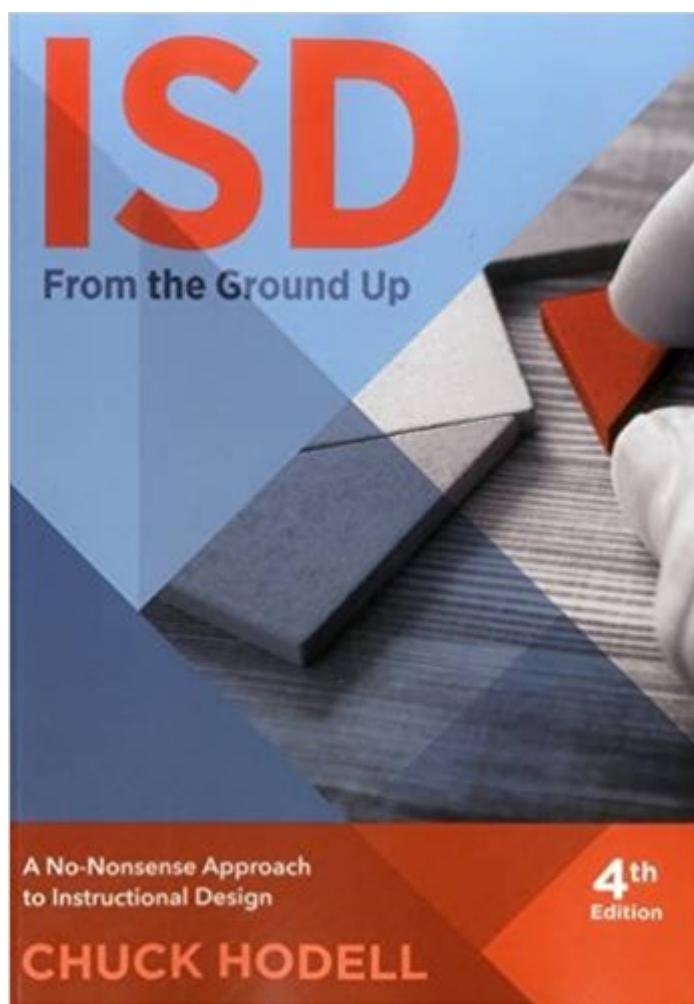


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ISD From The Ground Up: A No-Nonsense Approach To Instructional Design



Synopsis

Don't leave course design to trial and error. Is trial and error a key pathway to instructional systems design (ISD)? Does success come only to experienced designers with expert instincts? Prior to the 2000 publication of *ISD From the Ground Up*, it certainly appeared that way to instructional designers just learning the ropes. Chuck Hodell set out to change that. Known as "the man who wrote the book on ISD" literally, Hodell developed a comprehensive and practical handbook on core ISD practices and principles with a practitioner's eye. His definitive guide is an industry staple currently found on the bookshelves of experienced instructional designers and university students alike. This updated fourth edition covers all the basics and many advanced tenets important to working professionals, especially those entering the field. Stand-alone chapters offer crucial support to practitioners building foundational skills, while in-depth tutorials and rich insights guide the credentialed designer. At a time when skillful curriculum development is valued more than ever, *ISD From the Ground Up* offers a refresher on objectives, design plans, lesson plans, and even what it takes to facilitate a focus group. Updated with new chapters and an expanded glossary of terms, it delves into skills and practices essential to the success of today's in-demand curriculum developer.

Book Information

Paperback: 304 pages

Publisher: Association for Talent Development; 4 edition (February 7, 2016)

Language: English

ISBN-10: 1562869981

ISBN-13: 978-1562869984

Product Dimensions: 6.9 x 0.6 x 10.1 inches

Shipping Weight: 12.6 ounces (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars 4 customer reviews

Best Sellers Rank: #160,576 in Books (See Top 100 in Books) #41 in Books > Business & Money > Processes & Infrastructure > Research & Development #303 in Books > Business & Money > Management & Leadership > Training #1052 in Books > Business & Money > Education & Reference

Customer Reviews

"ISD From the Ground Up is a foundational book and methodology our training teams use to meet the unique and varied learning needs of the military and their families through our Department

of Defense contracts. Using this book has resulted in a significant, positive impact on the readiness of our military by providing a critical resource to our instructional designers and trainers.â •

â "Suzanne Tofalo Senior Learning Manager, Zeiders Enterprises â œAs someone who often coaches trainers to deliver training developed by others, I wish more ISDs would follow Chuck Hodellâ ™s clear and specific recommendations for sound (and practical) design. ISD From the Ground Up is a useful how-to and a just-in-time job aid. It should be on every talent development professionalâ ™s bookshelf.â • â "Greg Owen-Boger Vice President, Turpin Communication Co-Author, *The Orderly Conversation: Business Presentations Redefined* â œISD From the Ground Up is a practical, user-friendly book that allows readers to immediately learn and apply the knowledge and skills necessary to effectively design instruction for others. It is rare to find such an interdisciplinary text that anyoneâ "from engineers and mechanics to educators and online course designersâ "can use.â • â "Erica Boling Associate Professor, Graduate School of Education, Rutgers University â œISD From the Ground Up is perfect for professionals designing training programs. Chuck Hodellâ ™s practical, no-nonsense presentation of ISD fundamentals, such as the ADDIE model and GagnÃ©â ™s Nine Events of Instruction, has helped me guide both novice and experienced international trainers as they improve their instructional design for a variety of contexts.â • â "Joan Kang Shin Director, TESOL Professional Training Programs, University of Maryland, Baltimore County â œISD From the Ground Up is my go-to book whenever I need design help. The dog-eared corners, underlining, and comments in the margins are proof of that!â • â "Julie Gaver Owner, Julie Gaver Training & Development

Chuck Hodell is the author of the bestselling ATD book ISD From the Ground Up and has been involved in the worlds of training and education for more than 30 years. He has written extensively on instructional design and training-related topics for ATD, including several Infolines. He has enjoyed stints as a musician, police officer, telephone company repair technician, trainer, teacher, and academic administrator. Like many talent development professionals, his first exposure to training and instructional design was as a subject matter expert. He currently serves as associated director of the graduate program in instructional systems development at the University of Maryland Baltimore County. He is also the senior program director for instructional design at the Transportation Learning Center and academic adviser to the International Masonry Institute. Hodell has an undergraduate degree from Antioch University and an MA and PhD from the University of Maryland Baltimore County.

The Hodell book on instructional design was the shinning story of my graduate introduction to instructional design course I recently took at My local University. In hindsight I should have purchased the book and skipped the course... Chuck's writing invites your attention providing a great foundation to understand ADDIE and its supporting role in course design. Great examples from m the business world and practical advice all worked well for me. Why four stars? Well I have an aversion to statements like "this is the most important ..." If it's the most important then it should only be in the book once, or be repeated exactly the same rather used multiple times to describe different elements. Overall a good read, educational I am likely to use as a reference in the future.

Excellent resource, lots of good ideas.

Great book, used it to onboard a new Instructional Designer with great success.

Great resource and reference

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