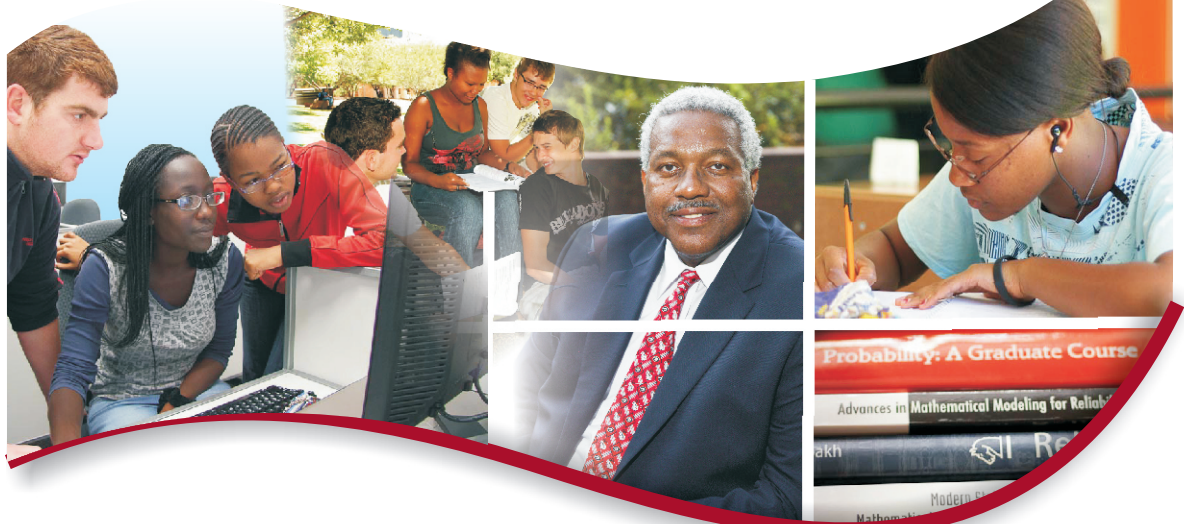


HELTASA Pre-Conference Event



Invitation

The Centre for Teaching and Learning at the University of the Free State would like to invite you to attend workshops on

Instructional Design by **Prof Robert Branch**,
Professor of Learning, Design, and Technology at The University of Georgia.

Dates: 11 -14 March 2014

See attached workshop outline for more detail.

This is the second in a series of pre-events planned for HELTASA 2014.

Contact Lerato Makuoane (GaajeLM@ufs.ac.za) for booking information.
Limited seats available.

T: +27(0)51 401 7342 | GaajeLM@ufs.ac.za

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CENTRE FOR TEACHING
AND LEARNING (CTL)
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Instructional Design Workshops

11th - 14th March 2014

Facilitated by

Rob Branch, Ed.D.

Professor of Learning,
Design, and Technology
The University of Georgia



Purpose

The purpose of these workshops is to introduce general course design principles and practice successful contemporary learning design strategies.

Workshop Goals

During these workshops, various participant will:

- Interpret** instructional design as a way to plan learning spaces.
 - Deconstruct the complexity of intentional learning
 - Define the role of teacher as facilitator
 - Compose authentic learning goals
- Identify** the essential components of instructional design.
 - Summarize the primary attributes of instructional design
 - Define instruction as an arrangement of external events
 - Compose authentic learning objectives
- Analyze** learning.
 - Conduct a goal analysis
 - Conduct an instructional analysis
 - Conduct a learner analysis
- Synthesize** an effective learning strategy.
 - Generate authentic learning events
 - Present an instructional design artifact

Workshop Dates

11 March 2014 (14h00 - 16h30)

Principles of Instructional Design

- Expectations
- Intentional Learning Space
- ADDIE: An Overview
- Goal Analysis

Cost: R500.00

12 March 2014 (09h00 - 12h30)

**Designing Effective
Instructional Strategies**

- Learner Analysis
- Performance-based Objectives
- Task-Objective-Test Item
- "9 Events of Instruction"

Cost: R500.00

13 March (10h00-12h00)

Course Design Principles

- Action Learning
- Focus on Performance

Cost: R250.00

13 March 2014 (14h00 - 16h30)

Authentic Assessment

- Formative Evaluation
- Summative Evaluation
- Course Development
- Participant Presentations
- Closure

Cost: R500.00

14 March (9h30 - 15h00)

National Workshop

Innovations in Learning Design

- Effective Online Learning
- Designing the Flipped Classroom

Cost: R950.00

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Professor Rob Branch Ed.D

Robert Maribe Branch is a Professor of *Learning, Design, and Technology* at The University of Georgia. He is also the Head of the Department of Career and Information Studies. Rob earned an Associate of Science degree from New York City Technical College in Brooklyn, New York; a Bachelor of Science degree from Elizabeth City State University in North Carolina; and a Masters of Arts degree from Ball State University in Muncie, Indiana. Rob taught secondary school in Botswana as a Peace Corps Volunteer and later joined the University of Botswana as a lecturer in the Technology Education Department. Rob completed his Doctor of Education (EdD) degree from Virginia Tech in 1989. Dr. Branch joined the faculty at Syracuse University and taught graduate courses and conducted research in the Department of Instructional Design, Development, and Evaluation rising to a tenured Associate Professor. Dr. Branch worked as Fulbright Lecturer/Researcher at the University of KwaZulu-Natal in South Africa, where he co-founded the Masters degree in Educational Technology, while conducting research on the complexities of intentional learning spaces. Dr. Branch is an editor of the *Educational Media and Technology Yearbook* and the *Survey of Instructional Development Models*. He recently published *Instructional Design: The ADDIE Approach*. Dr. Branch emphasizes student-centered learning and teaches courses related to message design. Dr. Branch's published research focuses on diagramming complex conceptual relationships and other complicated flow processes. He is the President-elect of the Association for Educational Communications and Technology.

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