

# WHAT IS DESIGN?

“ THOUGHTS AND ACTIONS INTENDED TO CHANGE THOUGHTS AND ACTIONS ”

John Jones (2002)

## WHY WE DESIGN

MAKING STATEMENTS

CONTINUING IMPROVEMENT

CREATING MEANING

## FIRST PRINCIPLES OF INSTRUCTIONAL DESIGN



### PROBLEM-CENTERED

SHOW THE TASK TO COMPLETE  
FOCUS ON THE WHOLE PROBLEM  
SOLVE PROBLEMS IN PROGRESSION



### ACTIVATION PHASE

RECALL PAST EXPERIENCE  
PROVIDE NEW EXPERIENCE  
STRUCTURE NEW KNOWLEDGE



### DEMONSTRATION PHASE

CONSISTENT WITH LEARNING GOALS  
PROVIDE LEARNER GUIDANCE  
MAKE MEDIA RELEVANT



### APPLICATION PHASE

CONSISTENT WITH LEARNING GOALS  
DIMINISH COACHING  
VARY PROBLEMS



### INTEGRATION PHASE

WATCH ME REFLECT CREATE