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!
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
Instructional designers are members of 5 main professional organizations:

- **AECT** – [http://www.aect.org](http://www.aect.org)
- **ISPI** – [http://ispi.org](http://ispi.org)
- **ASTD** – [http://astd.org](http://astd.org)
- **ISTE** – [http://iste.org](http://iste.org)
- **AERA** – [http://aera.net](http://aera.net)

**Instructional Design** – Wikipedia
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=instructional-design&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/idddphd.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
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.
3. Are any courses online?

YES!

- Master’s degree can be completed entirely online or through online and on-campus courses.
- Ph.D. has many online courses available, but cannot 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
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!