An Architectural Approach to Instructional Design

Andrew S. Gibbons

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Winner of the 2014 AECT Design & Development Outstanding Book Award

An Architectural Approach to Instructional Design is organized around a groundbreaking new way of conceptualizing instructional design practice. Both practical and theoretically sound, this approach is drawn from current international trends in architectural, digital, and industrial design, and focuses on the structural and functional properties of the artifact being designed rather than the processes used to design it. Harmonious with existing systematic design models, the architectural approach expands the scope of design discourse by introducing new depth into the conversation and merging current knowledge with proven systematic techniques.

An architectural approach is the natural result of increasing technological complexity and escalating user expectations. As the complexity of design problems increases, specialties evolve their own design languages, theories, processes, tools, literature, organizations, and standards. *An Architectural Approach to Instructional Design* describes the implications for theory and practice, providing a powerful and commercially relevant introduction for all students of instructional design.

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