MASTER OF ARTS IN INSTRUCTIONAL DESIGN AND TECHNOLOGY

Graduate Advisors: Dr. Brian Beatty, Dr. Zahira Merchant

The Department of Equity, Leadership Studies, and Instructional Technologies offers the Master of Arts in Instructional Design and Technology, and an 18-unit Certificate in Training Sytems Development. The program prepares professionals in online and e-learning instructional design, design of technology-based instruction for K-20 educators or trainers in a variety of business and industry environments, and design for problem-based learning solutions.

The ITEC program offers courses in multiple modes: some online and many in blended learning environments with simultaneous in-class and online attendance using a web conference system. The program accommodates distance learners and can be completed in an average of 3-5 semesters. Additional courses are offered in special Winter or Summer Sessions.

The program prepares participants for careers in the prestigious, fast-moving Instructional Design field and to advance in the field of Instructional Technologies in educational settings. Students gain skills with traditional and emerging learning technologies, choosing courses in mobile applications, Web design, gamification, augmented/virtual reality, social networking, and assistive/adaptive technologies. Students are introduced to a variety of pedagogies for learning from established to current learning strategies. Students create instruction for various learners, designing learning for mobile, e-learning, and face-to-face instruction using a number of software, hardware, and physical technologies. Graduates become instructional designers for corporations, industry, public service organizations, and schools. Teacher graduates develop advanced technology-enhanced teaching skills and often become instructional technology coordinators for schools and districts. Alumni can be found in professional positions at companies and school districts in the SF Bay Area, California, and beyond. The program prepares students in traditional Instructional Systems Design methods as well as rapid prototyping, agile and design-based methodologies.

ITEC caters to the working adult with all courses offered in late afternoons or evenings. Students develop a career pathway and a portfolio during their studies. For further information, contact either of the ITEC program coordinators: Dr. Brian Beatty (bjbeatty@sfsu.edu (pdonohue@sfsu.edu)), or Dr. Zahira Merchant (zahiram@sfsu.edu).

Admission to the Program

Admission to the program is a two-step process that should be completed simultaneously:

a. Apply to the University: Complete the online CSU Mentor application. Follow all other requirements for admission to the University by accessing http://grad.sfsu.edu/.

b. Meet Department requirements as noted:

Applicants should schedule an interview with the program coordinator to go over the applicant's interest and preparation in the field. In addition, two letters of recommendation and a two-page (500-1,000 word) Statement of Purpose are required. Letters of recommendation should come from professionals who can attest to the applicant's promise as a graduate student and professional educator. The statement of purpose should clearly explain the applicant's educational and career goals and how the M.A. degree will help achieve those goals. The statement of purpose should represent the quality of an applicant's English-language writing ability. Applicants must have basic computer literacies.

Written English Proficiency Requirement
Level One

Applicants must submit a writing sample in the form of a two-page (500-1,000 word) statement of purpose that will be evaluated by the department admissions committee. Students who receive an unsatisfactory evaluation of their written application materials may be admitted conditionally and required to earn a B or better in an English skills development course within the first two semesters. The course will be selected in consultation with an advisor.

Level Two

Level Two is satisfied by the successful completion of the culminating experience (ITEC 894 or ITEC 895).

For more information, please contact the ELSIT Department at (415) 338-1653 or visit us at BH 239. Our website is https://elsit.sfsu.edu.

Program Learning Outcomes

a. Apply principles of human learning, performance improvement, and cognitive psychology to solve challenges associated with a lack of knowledge in specific education or professional contexts.

b. Determine the need for education or training interventions in a given organizational situation involving knowledge and performance gaps.

c. Given an education or training solution applied in an organization, assess the quality, depth, and value of the solution at individual and organizational knowledge and performance levels.

d. Design and develop effective instructional media using industry-standard technologies and practices for multiple modes of delivery, including in-person and online environments.

Instructional Design and Technology (M.A) — 30 Units
Core Requirements (12 Units)

Code	Title	Units
ITEC 800	Theoretical Foundations of Instructional Technologies	3
ITEC 801	Introduction to Learning Design, Design Thinking, and Innovation	3
ITEC 805	Needs Assessment and Program Evaluation	3
Select One:		3
ITEC 816	Designing Digital Learning Spaces of the Future	
ITEC 830	Design of Learning Environments with Emerging Technologies	
ITEC 850	Design and Management of Training Projects	

Electives (15 Units)

Choose five electives from the following list. ITEC 816, ITEC 830, or ITEC 850 may also be used as an elective if not used in the core.

Code	Title	Units
ITEC 720	Fieldwork in Educational Technology	3-5
ITEC 740	Computer Design of Instructional Graphics I	3
ITEC 745		3
ITEC 815		3
ITEC 818	Digital Game Play Design for Learning	3
ITEC 819		
ITEC 823	Augmented and Virtual Reality Based Multimedia Development	3
ITEC 825	Digital Product Usability Testing	3
ITEC 833	Instructional Products Design Studio	3
ITEC 842	Cognition, Mind, and Learning for Educators	3
ITEC 852	Instructional Technologies in Organizations	3
ITEC 854		3
ITEC 860	Distance Education	3
ITEC 865	Fundamentals of Designing Interactive E-Learning Courses	3
ITEC 899	Independent Study In Instructional Technologies	1-3

Culminating Experience Requirement (3 Units)

See below for portfolio submission.

Code	Title	Units
ITEC 894	Creative Work Project	3
ITEC 895	Field Study Project	3

Culminating Experience

Portfolio Submission

Before undertaking a culminating experience, students must submit, for departmental review and approval, a portfolio of three instructional projects that demonstrate their technical skill and instructional design competencies.

Creative Work Project Requirements

To complete a creative work project (ITEC 894), students must design, develop, and produce an instructional product. The instructional unit may be in any medium—print, video, multimedia, or web-based. The instructional design process must be documented in writing and include a review of the instructional significance of the product, description of the design and production process, and product usability review. Students must provide the instructional unit and the design documents in electronic format.

Field Study Project Requirements

To complete the field study project (ITEC 895), students must design, develop, and produce an instructional design project, using the instructional systems (or design thinking) process, from needs analysis (empathize) to formative evaluation (test). The instructional unit may be in any medium—print, video, multimedia, or web-based. The instructional design process must be described in writing and include a review of the instructional need and significance of the project, research review, description of the design process, formative evaluation, and conclusions. Students must provide the instructional unit and the design documents in electronic format.