

EDTC 6320 Instructional Technology

Cooperative Project

Project Description

The purpose of this project is to design and produce a multimedia presentation to define the characteristics of educational technology, clarify the skills and abilities of an educational technologist, and promote the value of hiring educational technology graduates from The University of Texas Rio Grande Valley's College of Education and P-16 Integration. Designed for an audience of potential employers, this short, enlightening video highlights the program and its professional standards. Working collaboratively, group members contributed to the project in areas of content research, instructional design, and production of the website and video components.

Standards Met

This project demonstrates proficiencies in the following AECT standards: Standard 1 – Content Knowledge, Standard 2 – Content Pedagogy, Standard 3 – Learning Environments, Standard 4 – Professional Knowledge and Skills, and Standard 5 – Research. The chart below illustrates the performances that fulfill the AECT standards.

AECT 2012 Standards	
Standard 1 – Content Knowledge: Candidates demonstrate the knowledge necessary to create, use, assess, and manage theoretical and practical applications of educational technologies and processes.	
Performance indicators:	Justification
1.2 Using. Candidates demonstrate the ability to select and use technological resources and processes to support student learning and to enhance their pedagogy.	1.2 Using: We have chosen to use Google Sites to develop our project as this tool allows for synchronous and asynchronous contributions, allowing all team members to edit and view the updates in real time. Additionally, Google Sites offers a straightforward user interface that is uncomplicated yet professional in its presentation of all necessary components.
1.5 Ethics. Candidates demonstrate the contemporary professional ethics of the field as defined and developed by the Association for Educational Communications and Technology	1.5 Ethics: Members of the team conducted themselves in accordance with the professional ethics and standards of the AECT. Members have engaged respectfully with commitment to the Individual, Society, and the Profession. The work is an original collaborative piece with all sources appropriately cited and

	<p>credited. The work positively promotes the profession as skilled, educated, and principled practitioners of instructional technology.</p>
<p>Standard 2 – Content Pedagogy: Candidates develop as reflective practitioners able to demonstrate effective implementation of educational technologies and processes based on contemporary content and pedagogy.</p>	
<p>Performance indicators:</p>	<p>Justification</p>
<p>2.5 Ethics. Candidates design and select media, technology, and processes that emphasize the diversity of our society as a multicultural community.</p>	<p>2.5 Ethics: The project has been carefully designed with stock footage choices that reflect the diversity of our target audience across age, gender, and ethnicity.</p>
<p>Standard 3 – Learning Environments: Candidates facilitate learning by creating, using, evaluating, and managing effective learning environments.</p>	
<p>Performance indicators:</p>	<p>Justification</p>
<p>3.1 Creating. Candidates create instructional design products based on learning principles and research-based best practices.</p> <p>3.5 Ethics. Candidates foster a learning environment in which ethics guide practice that promotes health, safety, best practice, and respect for copyright, Fair Use, and appropriate open access to resources.</p>	<p>3.1 Creating: The instructional design was created utilizing the ADDIE process with added emphasis on audience analysis and design rationale. Our video was produced utilizing best practices based on Mayer’s 12 Principles of Multimedia Learning with mindful use and placement of graphics, visual elements, and audio narration to present key information organized into segments within the 5-minute video.</p> <p>3.5 Ethics: The project has been created with stock images and video obtained through free and paid subscription services appropriately licensed for educational use, including Canva, Google Sites, Storyblocks, and Digital Juice. All statistics and quotations are appropriately cited where necessary.</p>

<p>Standard 4 – Professional Knowledge and Skills: Candidates design, develop, implement, and evaluate technology-rich learning environments within a supportive community of practice.</p>	
Performance indicators:	Justification
<p>4.1 Collaborative Practice. Candidates collaborate with their peers and subject matter experts to analyze learners, develop and design instruction, and evaluate its impact on learners.</p> <p>4.5 Ethics. Candidates demonstrate ethical behavior within the applicable cultural context during all aspects of their work and with respect for the diversity of learners in each setting.</p>	<p>4.1 Collaborative Practice: Our team utilized various technology tools to collaborate as a team. Asynchronous communication via text, group chat, and email was used to facilitate file sharing and other contributions via Google Docs, Google Drive, and Google Sites. Synchronously, our group collaborated via Zoom at least once per week during the project planning and development. We completed a thorough analysis of our target audience to drive our instructional design and media choices. Members shared our site design and video segments during the production process for informal, formative feedback with SMEs and representatives of our target audience to hone design choices.</p> <p>4.5 Ethics: Respect for the diversity of our learners is reflected in the use of inclusive language, multimedia, and practices such as closed captioning that support accessibility to our presentation.</p>
<p>Standard 5 – Research: Candidates explore, evaluate, synthesize, and apply methods of inquiry to enhance learning and improve performance.</p>	
Performance indicators:	Justification
<p>5.1 Theoretical Foundations. Candidates demonstrate foundational knowledge of the contribution of research to the past and current theory of educational communications and technology.</p>	<p>5.1 Theoretical Foundations: Our site design and multimedia presentation have been created utilizing best practices based on Mayer’s 12 Principles of Multimedia Learning. The project addresses past and current developments in educational technology practice, including the explosive growth of the industry.</p>

Modifications Made

As a collaborative project, the video segments were created individually and edited centrally by one team member. Edits were made to address citations of statistics. Ongoing edits to the website address issues of appearance and function. At the time of submission, only informal formative feedback has been assessed. Our instructor will serve as our SME with summative feedback to drive further revision.