Effective Instructional Design for Integrating Digital Media
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Voltaire said "judge a man by his questions rather than by his answers." The predominant question on the minds of educational technology leaders is focused on the effective integration of technology. We need to ask, are we designing lessons that use technology to increase student achievement? Increasingly, teachers have been using digital media, images and video, as part of their ongoing quest for greater student understanding. This paper discusses instructional design considerations that educational leaders should reflect on prior to integrating digital media into their curriculum. We want to determine the best design model for use of digital media to prepare pre-service and in-service teachers to integrate technology. The basis for this paper centers on one university’s integration of unitedstreaming’s digital media into an instructional design course.

This research project begins with a discussion of the current body of literature on instructional design models and the efficacy of technology in educational settings. During the presentation we will explore the current best practices of digital media integration and lesson design as well as discuss lessons learned from our project. Through this research project we present several examples of how graduate students designed various lessons integrating unitedstreaming including project based learning, digital storytelling, portfolio design, edited videos for assessment. Discussions of their reflections on the process, as well as samples of their students work will also be presented.

The expected result of this research is that there are various factors that must be considered during the instructional design process when integrating technology, which will be presented and discussed. Furthermore, individual teacher reflection on the design process plays an important role after implementation to form a greater understanding of the process. This information might be of value to educators at all levels interested in the effective use of technology to improve student learning.