# Instructional Design, Evaluation, and Assessment

The Instructional Design, Evaluation, & Assessment track is designed to teach students to build quality educational experiences at varying levels for diverse learner populations for any discipline of study or subject matter.

This certificate is directed at K through 16 teachers and administrators faced with instructional design and educational measurement demands in a culture of accountability. But education now exists outside the formal classroom. Digital educators need to learn and stay abreast with the tools used in this area.


Who would be suited for this program?

Administrators, online learning specialists, educational technologists, technical trainers, corporate trainers, and government officials, may benefit from the program.

Anyone advancing their career working in education, corporate training, program assessment, or any areas that require instruction and/or evaluation of content tied to target learning and mastery of that content.

What are the Required Courses?

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<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td></td>
<td>Core Courses</td>
<td>12</td>
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<td>Select four of the following</td>
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- **PTC 606** Advanced Information Design
- **PTC 610** Research Methods for Information Design
- **PTC 681** Tech in Class & Learning Envir
- **PTC 698** Selected Topics in Professional and Technical Communication

What will I learn?

Students will learn to critically analyze learning situations in order to develop integrated plans for curriculum and assessment systems to attain learning goals and demonstrate desired outcomes for learners. Seamless integration of technology awareness and application will augment the study of theory and research to foster creativity and problem-solving skills to plan, assess, and improve learning.

The mission of the IDEA track is to prepare the students to know and effectively work with the essentials of assessment, program evaluation, and measurement in order to more effectively design, develop, implement, update, and assess curriculum to promote learner mastery. The combination of the core courses and electives will provide students the opportunity to gain a strong basis in the theory and practice of evaluation, assessments and instructional design so that these areas can work together and complement one another.

- Advanced Information Design will cover the design and creation of multimedia objects, usability heuristics, navigation theory, contemporary design practices and online community building. Students will be required to create media-rich multidimensional online projects that encourage and facilitate interaction and team-building in the online environment.

- Research Methods for Information Design introduces user research methods such as contextual inquiry, ethnographic field studies, card sorting, affinity diagramming, and usability testing that provide the foundation for user-centered interaction design.

- Technology in Classrooms & Learning Environments examines the various types of technology necessary to develop, use, and process the results of assessments as well as facilitate and augment instructional design. This course examines the integration of present and likely future technology into instruction to foster community, collaboration, conceptual development, and exceptional academic performance as well as a more effective and well-understood assessment system.

- Instructional Design and Assessment will review the forms of writing central to academic research. Students will review literature, peer-review the work of others, prepare conference material, and produce a submission-quality journal or conference paper in their field of study.

Why study IDEA at NJIT?

Offered online, with hybrid meeting times for those with geographic proximity to Newark and synchronous communication opportunities for those in remote locations, the core courses will allow busy working professionals the opportunity to earn a graduate degree in an area relevant to their professional development. Elective specializations in NJIT curricular areas such as professional and technical communication, computer information science, and statistics will allow further development. Upon approval, electives may be taken at relevant graduate programs across the nation.
Prerequisites

Completion of a Bachelor's degree with an overall cumulative Grade Point Average of 2.8 or higher on a 4.0 scale.

Related Degree Programs

This credential relates in its entirety to NJIT MS in Professional and Technical Communication (http://catalog.njit.edu/graduate/science-liberal-arts/humanities/professional-technical-communication-ms)

Faculty Advisor: Andrew Klobucar (http://directory.njit.edu/PersDetails.aspx?persid=klobucar)