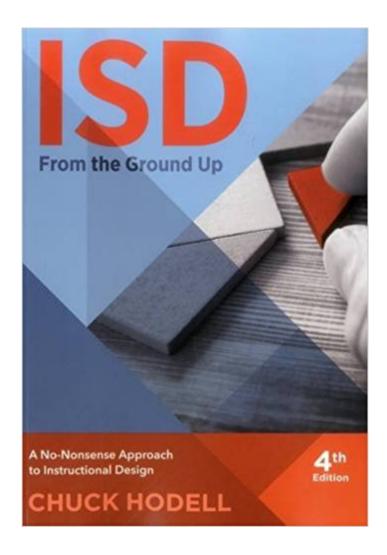
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# ISD From The Ground Up: A No-Nonsense Approach To Instructional Design





# **Synopsis**

Donâ ™t leave course design to trial and error. Is trial and error a key pathway to instructional systems design (ISD)? Does success come only to experienced designers with expert instincts? Prior to the 2000 publication of ISD From the Ground Up, it certainly appeared that way to instructional designers just learning the ropes. Chuck Hodell set out to change that. Known as â cethe man who wrote the book on ISDâ "literally,â • Hodell developed a comprehensive and practical handbook on core ISD practices and principles with a practitionerâ ™s eye. His definitive guide is an industry staple currently found on the bookshelves of experienced instructional designers and university students alike.This updated fourth edition covers all the basics and many advanced tenets important to working professionals, especially those entering the field. Stand-alone chapters offer crucial support to practitioners building foundational skills, while in-depth tutorials and rich insights guide the credentialed designer. At a time when skillful curriculum development is valued more than ever, ISD From the Ground Up offers a refresher on objectives, design plans, lesson plans, and even what it takes to facilitate a focus group. Updated with new chapters and an expanded glossary of terms, it delves into skills and practices essential to the success of todayâ ™s in-demand curriculum developer.

### **Book Information**

Paperback: 304 pages

Publisher: Association for Talent Development; 4 edition (February 7, 2016)

Language: English

ISBN-10: 1562869981

ISBN-13: 978-1562869984

Product Dimensions: 6.9 x 0.6 x 10.1 inches

Shipping Weight: 12.6 ounces (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars Â See all reviews (2 customer reviews)

Best Sellers Rank: #296,752 in Books (See Top 100 in Books) #53 in Books > Business & Money > Processes & Infrastructure > Research & Development #268 in Books > Business & Money >

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Reference

## **Customer Reviews**

The Hodell book on instructional design was the shinning story of my graduate introduction to instructional design course I recently took at My local University. In hindsight I should have

purchased the book and skipped the course... Chuck's writing invites your attention providing a great foundation to understand ADDIE and its supporting role in course design. Great examples from m the business world and practical advice all worked well for me. Why four stars? Well I have an aversion to statements like "this is the most important ..." If it's the most important then it should only be in the book once, or be repeated exactly the same rather used multiple times to describe different elements. Overall a good read, educational I am likely to use as a reference in the future.

Great book, used it to onboard a new Instructional Designer with great success.

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