Standards for the Accreditation of Programs in Educational Communications and Instructional Technology Chart

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Standards	Course(s) Applicable	Proficient	Somewhat Proficient	Not Proficient	Not Addressed
DESIGN					
Instructional Systems Design					
Utilize and implement design principles which specify optimal conditions for learning.	705, 730, 732, 752	X			
Identify a variety of instructional systems design models and apply at least one model.	705, 730, 732, 752	X			
Identify learning theories from which each model is derived and the consequent implications.	704, 730, 732	X			
Analyzing					
Write appropriate objectives for specific content and outcome levels.	704, 705, 730, 732	X			
Analyze instructional tasks, content, and context.	704, 705, 730, 732, 752	X			
Categorize objectives using an appropriate schema or taxonomy.	704, 732, 752	X			
Compare and contrast curriculum objectives for their area(s) of preparation with federal, state, and/or professional content standards.	N/A				X
Designing					
Create a plan for a topic of a content area (e.g., a thematic unit, a text chapter, an interdisciplinary unit) to demonstrate application of the principles of macro-level design.	704, 730, 732	X			
Create instructional plans (micro-level design) that address the needs of all learners, including appropriate accommodations for learners with special needs.	704, 705, 730, 732, 526	X			
Incorporate contemporary instructional technology processes in the development of interactive lessons that promote student learning.	Captivate, Authorware, Director 752	X			
Developing					
Produce instructional materials which require the use of multiple media (e.g., computers, video, projection).	Authorware Director 752 526	X			
Demonstrate personal skill development with at least one: computer authoring application, video tool, or electronic communication application.	Authorware, Captivate, Director 526, 752	X			
Implementing					

Use instructional plans and materials which they have produced in contextualized instructional settings (e.g., practica, field experiences, training) that address the needs of all learners, including appropriate accommodations for learners with special needs.	752, 526		X		
Evaluating					
Utilize a variety of assessment measures to determine the adequacy of learning and instruction.	705, 730, 752	X			
Demonstrate the use of formative and summative evaluation within practice and contextualized field experiences.	705, 752	X			
Demonstrate congruency among goals/objectives, instructional strategies, and assessment measures.	705, 730, 732, 752	X			
Message Design					
Apply principles of educational psychology, communications theory, and visual literacy to the selection of media for macro- and micro-level design of instruction.	704, 705, 730, 732, 752		X		
Apply principles of educational psychology, communications theory, and visual literacy to the development of instructional messages specific to the learning task.	704, 705, 730, 732, 752	X			
Understand, recognize and apply basic principles of message design in the development of a variety of communications with their learners.	752		X		
Instructional Strategies					
Select instructional strategies appropriate for a variety of learner characteristics and learning situations.	705, 730, 732, 752	X			
Identify at least one instructional model and demonstrate appropriate contextualized application within practice and field experiences.	705, 730, 732, 752	X			
Analyze their selection of instructional strategies and/or models as influenced by the learning situation, nature of the specific content, and type of learner objective.	705, 730, 732, 752	X			
Select motivational strategies appropriate for the target learners, task, and learning situation.	705, 730, 732, 752	X			
Learner Characteristics					
Identify a broad range of observed and hypothetical learner characteristics for their particular area(s) of preparation.	704, 705, 730, 732, 752		X		
Describe and/or document specific learner characteristics which influence the selection of instructional strategies.	704, 705, 730, 732, 752	X			
Describe and/or document specific learner characteristics which influence the implementation of instructional strategies.	704, 705, 730, 732, 752	X			
DEVELOPMENT					
Select appropriate media to produce effective learning environments using technology resources.	730, 732, 752	X			

Use appropriate analog and digital productivity tools to develop instructional and professional products.	705 704 732 730 752 526 Director captivate authorware	X			
Apply instructional design principles to select appropriate technological tools for the development of instructional and professional products.	705, 730, 732, 752	X			
Apply appropriate learning and psychological theories to the selection of appropriate technological tools and to the development of instructional and professional products.	705, 730, 732, 752		X		
Apply appropriate evaluation strategies and techniques for assessing effectiveness of instructional and professional products.	N/A				X
Use the results of evaluation methods and techniques to revise and update instructional and professional products.	N/A				X
Contribute to a professional portfolio by developing and selecting a variety of productions for inclusion in the portfolio.	601, 701	X			
Print Technologies					
Develop instructional and professional products using a variety of technological tools to produce text for communicating information.	704, 730, 732, 752	X			
Produce print communications (e.g., flyers, posters, brochures, newsletters) combining words and images/graphics using desktop publishing software.	N/A	X			
Use presentation application software to produce presentations and supplementary materials for instructional and professional purposes.	All courses	X			
Produce instructional and professional products using various aspects of integrated application programs.	752 Authorware Captivate Director	X			
Audiovisual Technologies					
Apply principles of visual and media literacy for the development and production of instructional and professional materials and products.	Captivate, Director, Authorware, 752	X			
Apply development techniques such as storyboarding and or scriptwriting to plan for the development of audio/video technologies.	730, 705, 752	X			
Use appropriate video equipment (e.g., camcorders, video editing) to prepare effective instructional and professional products.	732, 752 Authorware, Director, Captivate	X			
Use a variety of projection devices with appropriate technology tools to facilitate presentations and instruction.	All Courses	X			
Computer-Based Technologies					

Design and produce audio/video instructional materials which use computer-based technologies.	Captivate, Authorware, Director, 732, 752	X			
Design, produce, and use digital information with computer-based technologies.	All courses	X			
Use imaging devices (e.g., digital cameras, video cameras, scanners) to produce computer-based instructional materials.	732, Authorware, Director	X			
Integrated Technologies					
Use authoring tools to create effective hypermedia/multimedia instructional materials or products.	Authorware, Captivate, Director, 752 526	X			
Develop and prepare instructional materials and products for various distance education delivery technologies.	Captivate, Director, Authorware, 752	X			
Combine electronic and non-electronic media to produce instructional materials, presentations, and products.	All courses	X			
Use telecommunications tools such as electronic mail and browsing tools for the World Wide Web to develop instructional and professional products.	All courses	X			
Develop effective Web pages with appropriate links using various technological tools (e.g., print technologies, imaging technologies, and video).	704, 705, 730, 732, 526 752 601 701	X			
Use writable CD-ROMs to record productions using various technological tools.	Captivate, Authorware, Director, 601	X			
Use appropriate software for capturing Web pages, audio wave files, and video files for developing off-line presentations.	All courses	X			
UTILIZATION					
Media Utilization					
Identify key factors in selecting and using technologies appropriate for learning situations specified in the instructional design process.	705, 730, 732, 752	X			
Use educational communications and instructional technology (ECIT) resources in a variety of learning contexts.	All courses		X		
Diffusion of Innovations					
Identify strategies for the diffusion, adoption, and dissemination of innovations in learning communities.	N/A				X
Implementation and Institutionalization					
Use appropriate instructional materials and strategies in various learning contexts.	All courses	X			
Identify and apply techniques for integrating ECIT innovations in various learning contexts.	All courses		X		
Identify strategies to maintain use after initial adoption.	N/A				X
Policies and Regulations					

Competency	Course				
Identify and apply standards for the use of instructional technology.	752 526	X			
Identify and apply policies which incorporate professional ethics within practice.	All courses	X			
Identify and apply copyright and fair use guidelines within practice.	All courses	X			
Identify and implement effective policies related to the utilization, application, and integration of instructional technologies.	N/A				X
Identify policies and regulations which apply to the utilization, application, and integration of distance delivery technologies.	N/A				X

MANAGEMENT

Demonstrate leadership attributes with individuals and groups (e.g., interpersonal skills, group dynamics, team building).	All courses	X			
Project Management					
Apply project management techniques in various learning and training contexts.	All courses	X			
Resource Management					
Apply resource management techniques in various learning and training contexts.	All courses	X			
Delivery System Management					
Apply delivery system management techniques in various learning and training contexts.	730, 752	X			
Information Management					
Apply information management techniques in various learning and training contexts.	All courses	X			

EVALUATION

Problem Analysis					
Identify and apply problem analysis skills in appropriate educational communications and instructional technology (ECIT) contexts (e.g., conduct needs assessments, identify and define problems, identify constraints, identify resources, define learner characteristics, define goals and objectives in instructional systems design, media development and utilization, program management, and evaluation).	705, 730, 732, 752	X			
Criterion-Referenced Measurement					
Develop and apply criterion-referenced measures in a variety of ECIT contexts.	N/A				X
Formative and Summative Evaluation					
Develop and apply formative and summative evaluation strategies in a variety of ECIT contexts**.**	705, 752		X		
Long-Range Planning					

| Develop a long-range strategic plan related to any of the domains or subdomains. | N/A | | | | X |