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Program Outcome #	4. Employ and evaluate instructional and technical design solutions to enhance communication and foster collaborative relationships.
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Instructional designers must translate theory into practice and oftentimes this requires them to communicate visually as aesthetics and design is a key component of instructional design. Richard Clark (1994) once made the statement "that media are mere vehicles that deliver instruction but do not influence student achievement any more than the truck that delivers our groceries causes changes in our nutrition" as he questioned the contributions of media in learning (p. 21). Robert Kozma (1994) responded to Clark by explaining that media has more potential than Clark believed. Clark perceived media as a method of delivery and did not see how it could positively influence the process of learning for students. Clark's perspective is not only thinly developed, but it also shows a limited view of media and its potential. His main argument is that teachers and teaching methods influence learning the most and that media is just a method of delivering instruction. Unlike Clark, Kozma saw the importance of both mediums and methods in instructional design. Kozma saw the capacity of media to surpass beyond the instructional design model created from behavioral models. He saw that learning was active, constructive, as well as a social process of the learner and that knowledge and learning were reciprocal interactions between the learner's cognitive resources and abilities and the learner's external environmental factors (Kozma, 1994, p.10). Kozma has a better understanding of technology and media. When we look at how teaching and learning has evolved from the changes in technology in the recent past, it seems that Kozma had a better understanding of how teaching and learning has the potential to add to learning. The digital natives of today are utilizing numerous multimedia tools in their learning. Khayrazad Kari Jabber (2012) discusses how graphics and representations aid in student learning and this is something that technology and media have made possible today. Jabber (2012) states that "There are strong and reliable evidence that learners obtain more knowledge from words and graphics than from words alone" (p. 14). The use of technology and media have made this more possible. This goes to show that technology and media use in learning has the ability to transform and aid learning to the learner.

Design of Instructional Media: Communicating Visually

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Abstract

Teaching and learning have greatly evolved. Gone are the days of reading from one primary text or document. Teaching and assessing everyone in the same way only benefits those who learn best that way, and ignores the strengths of everyone else. This paper discusses the design of instructional media in communicating visually and the importance of graphics. Visual components of a design must be consistent with the theory in which a course is designed. This paper displays and analyzes three different graphics created by instructional designers.

Design of Instructional Media: Communicating Visually

Translating theory into practice by communicating a message visually is not a simple task. In fact, much thought is required to generate any visual representation, but the challenge becomes even more difficult when that graphic is to communicate values of practice as a professional. While brainstorming on my visual representation, my focus was to keep it simple. I did not want to have too much detail. Clean and simple was my focus. While I believe I accomplished a clean and simple design, I also think it might have been too simple. This simplicity is the result of my knowledge of designing graphics along with the limitations of programs I have to use. While I could have used other resources online to design my visual representation, I wanted to use my knowledge to create my own visual representation from start to finish. This was important to me because I wanted to represent my skill, albeit simple and limited at this point on my journey.
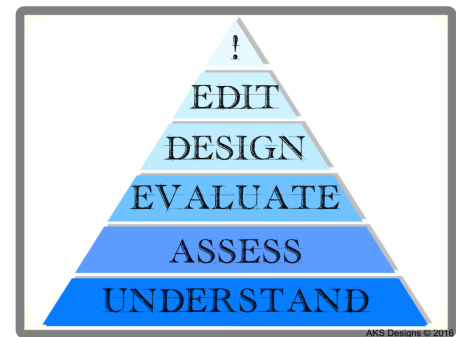
Figure 1. My Visual Representation

From Concept to Completion

When I thought of values, I immediately thought of Abraham Maslow's Hierarchy of Needs. I appreciate how it visually shows the framework of what is the important foundations that need to exist prior to every step of the process. I followed that concept and began thinking about what I consider to be the most important as an instructional design professional. The foundation is to understand the purpose, the vision, the problem and ultimately the client. Without understanding who the client is, what the client wants, and what is important to the clients, it is impossible to successful deliver what is being asked. After understanding, it is

important for me to assess the situation. This process helps me determine what needs to get done, what timeline is can be completed by, and what parties need to be involved in the process. The assessing step is vital as it is the step to figure out the specifics of the project, the length of the timeline, and essentially create a contract between myself and the client. This is an essential step in communication and transparency. The assessment step naturally leads to the evaluation step. To evaluate is to develop possible solutions prior to implementing an action or strategy based on the evaluation. In order to be successful in achieving a desired goal or outcome, one must evaluate the situation to gather information. It is after this evaluation when designing can occur. Assessing and evaluating leads to the creation of blueprints, which will the design process. The work of an instructional designer is similar to that of writing an essay in that it is not complete once the design is finished. The editing process is essential. This is the process where the product is tested from multiple perspectives and roles, where feedback is gathered, and where revisions happen to polish the final product. I was deliberate about using the gradation of the color blue on the hierarchy to show that it is all part of one process and that one leads to the next. I was very intentional about the visual representation and was proud of the final graphic I was able to design by myself.

<center>Peer Graphics</center>

Upon seeing the graphics of my peers, I was excited to see how everyone brought who they were to their graphic. Everyone also felt the limitations of what they were able to create in comparison to one another; however, this assignment was not to compare our graphics with one another, but rather to demonstrate the different types of graphics all of us are able to create. I was particularly impressed with the visual representation of Erica Beaton's (Figure 2). Beaton's

graphic made me realize that maybe I was too literal with the interpretation of "one visual or graphic" in the instructions for the assignment. I particularly like how Beaton provided her credentials and areas of focus. I would use her graphic to alter my visual representation. I would not do away with my graphic, but I would incorporate my graphic into something like hers where potential clients could get a full picture of who she is and what she is all about. The icons she used were purposeful and "[were] used to illustrate or represent the appearance of content," which is an

Figure 2. Erica Beaton's Visual Representation

important reminder when using visual illustrations (Jabbour, 2012). My desire for simplicity was the result of a fear of too much clutter, which often happens when people create graphics. Beaton's visual showed that one could provide more than just a simple graphic without having too much. Her graphic demonstrates Robin Williams' principle of of C-R-A-P (2015) in that it is simple, clean, yet highly informative.

The second peer graphic that I enjoyed was that of Adam Graves (Figure 3). Although Graves shared that he struggled with creativity for this assignment. I loved the analogy of the

Figure 3. Adam Grave's Visual Representation

baseball reference he created. His baseball analogy provided a simple, clean approach to who he is and what is important to him. While Beaton's graphic is beautiful in its illustrations and such, there is something to be said about the simplicity of Graves' illustration. I understand his values and principles as

an instructional designer so much more than I understand Beaton's. If I were a potential client, I would see Graves as being someone who tackles all projects in the same manner, whereas I would see Beaton as someone I would be more attracted to using if I was focused on literacy. Graves' illustration truly translates his values and principles, where Beaton focuses more on her credentials and her areas of specialty. Both offer an effective means of using color, balance, proportion, dominance, rhythm and unity in their designs (Levy & Yupuangco, 2008).

As I look through all the creations of my peers, I see the importance of this assignment where we created our own visual representations. These visual graphics in essence is our brand of what attract potential clients to us. These are our first impressions and "first impressions are powerful in that they can influence and impair judgement through selective filtering of incoming stimuli" (Levy & Yupuangco, 2008).

<div align="center">Revision</div>

Simplicity is more than being plain. My original interpretation of the task might have been too simple. While I stand by my design and like my design, I would like to make some revisions to tell more of who I am and my credentials. If this graphic is a visual representation of my values and principles as an instructional designer, I believe that I need to have more about who I am. My current graphic captures my values and principles, but I feel as though I want to have more about who I am. I would like to create a clutter free visual representation that who I am and not just my values and principles. Values and principles are important, but so is the designer. The greatest challenge I see is my skill level and my access to design programs, but I feel like my peers share that challenge. While we may all be instructional designers, we are not

illustration designers and therefore our ability to create meaningful illustrations is probably not

the best.

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