

IDE 552 – Digital Media Production

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Assignment No. 1

Due on September 27, 2004

Instructional manual cover design:

Either by creating a new cover or manipulating an existing instructional manual cover, design a cover that portrays the content of the instruction. Use at least one scanned or original picture taken with a digital camera. Along with your work, also submit the original manual's cover of your choice and the instructional context and purpose. Submit your projects for critique at the beginning of class.

Instructional manual cover design: Teaching Technology to Teens

Context

This instructional manual cover design is meant for a text on how to teach technology to teenagers. The audience is potential technology teachers. The cover design makes use of original pictures of my teenage son with his hands inside a computer, a keyboard, CDs, and a game controller.



Figure 1 Sample original digital pictures used in Assignment No. 1

Purpose

This text would be an instructional guide for teaching technology to teens. It would further illustrate such principles as the ARCS model by John Keller (Keller, 1987), which “is a method for improving the motivational appeal of instructional materials”. This is especially important in teaching technology to teenagers, because technology is already a large influence in their lives, but they need to be taught what else they can do with technology besides playing games.

“The ARCS model defines four major conditions (Attention, Relevance, Confidence, and Satisfaction) that have to be met for people to become and remain

motivated.” (Keller, 1987) These four conditions will also be taken into consideration in the creation of the cover and subsequent content of the text.

References

Keller, John M. (1987). Development and Use of the ARCS Model of Instructional Design. *Journal of Instructional Development*, VOL. 10, NO. 3, 2-10.