



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

Chuck Hodell

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Don'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 “the man who wrote the book on ISD—literally,” Hodell developed a comprehensive and practical handbook on core ISD practices and principles with a practitioner'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 today's in-demand curriculum developer.

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Ida Hamilton:

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