

ABSTRACT

The Instructional Design micro-credential focuses on providing fundamental skills in designing effective multimedia instructional materials and covers topics such as need analysis, instructional analysis, learner analysis, context analysis, defining goals and objectives, developing instructional strategy and materials, developing assessment methods, and executing them by conducting formative and summative assessments. In total, there are ten modules delivered online and certified by Universiti Sains Malaysia that fulfill these objectives. Each module is designed based on bite-size learning and has a variety of content such as lecture videos, creative common videos, reading materials, and non-graded assessments as learning activities. The effectiveness of this micro-credential was evaluated using the Community of Inquiry framework model through intramethod triangulation of thematic and content analysis based on the t-distributed stochastic neighbor embedding (t-SNE) approach using the Term Frequency – Inverse Document Frequency (TF-IDF) yielded satisfaction among the students in terms teaching, cognitive and social presence. Additionally, the tangible output of this course as an innovation in teaching and learning is also established through research outputs such as a master dissertation, a Q1 WOS publication, and two copyrights.

OBJECTIVE

This is an introductory course on how to design instructions. Students will learn concepts and theories of designing instructions effectively. The 10 modules will give learners a glimpse into the world of instructional design and have a foundation that will enable them to :

- 1 To describe instructional design (ID) theories and illustrate models of ID
- 2 To perform needs, contents, learner and context analysis to develop learning objectives, contents and measurement instruments
- 3 To develop an ICT based teaching and learning tool that grounded on instructional strategies
- 4 To present the developed teaching and learning tool

RECOGNITION

- 217 Enrolments
- WOS Q1 Publication (2022) <https://tinyurl.com/32ahkfkz>
- 1 Postgraduate dissertation : Micro-Credentials during the Covid-19 pandemic.
- 2 copyright : LY2020006844 and LY2020006846
- Rajamangala University of Technology Srivijaya, Trang campus (Thailand)

SCREENSHOTS

The screenshots show various components of the course: an introduction slide, a welcome message from Dr. Jeya Amantha Kumar, a course map with 10 modules (Introduction, ID Models, Needs Assessment, Entry Behaviour, Performance Objective, Instructional Strategy, Criterion Referenced Test, Evaluation, Project), and an assessment question about matching scenarios with types of needs (Comparative, Articulated, Normative).

images: Flaticon.com

ADDED VALUES

- Upgradable
- Offer Consulting for Project based assessment
- Downloadable Resources
- Certificate Course Achievement Certification

USEFULNESS

The modules as a course for personalized learning were used to complement the teaching and learning of undergraduate courses for n=1863.

- Interactive
- Annotated instructional videos
- Self-paced
- Customizable
- Scalable
- Online activities
- Feedback and Reflection
- Certificate of completion

COMMERCIALIZATION POTENTIAL

The 10 module as course are being sold under the USM Micro-credential Platform and has generated income. The total for the whole course is RM100 and currently has participants from Thailand. Rajamangala University of Technology Srivijaya, Trang campus (Thailand) has also adapted this micro-credential course for one of their undergraduate programs

FEEDBACK FROM STUDENTS

"Overall, I prefer the micro-credential modules, because there were lots of videos that could be replayed over and over again. Thank you, Dr Jeya, for your hard work preparing these modules, I appreciate it so much!"

"What I like about micro-credential is I can do it anytime, which is I set my own time to finish it. It is flexible. Other than that, I do not have to find any other sources, notes or videos that is related to the topic because Dr Jeya have design everything in each module. Overall, it is a fun learning process!"



To. Dr. Jeya Amantha Kumar
Pusat Teknologi
Pengajaran dan Multimedia



<https://learning4life.usm.my/qualifications/idtesol/>

