



COURSE OUTLINE: ELD300 - COMM. INSTR. DESIGN

Prepared: Andrea Dyack

Approved: Lori Crosson, Continuing Education, e-Learning, and Culinary

Course Code: Title	ELD300: COMMUNICATION IN INSTRUCTIONAL DESIGN					
Program Number: Name	1229: E-LEARNING DES & DEV					
Department:	GENERAL ARTS & SCIENCE					
Academic Year:	2024-2025					
Course Description:	In this course, learners will discover common language and key terminology that is often used within the eLearning industry and instructional design profession. Learners will explore how to use effective written and oral communication skills to support them with finding employment in the profession. Additionally, learners will explore standard Canadian business etiquette and practices when communicating with key stakeholders such as subject matter and content experts.					
Total Credits:	3					
Hours/Week:	3					
Total Hours:	42					
Prerequisites:	There are no pre-requisites for this course.					
Corequisites:	There are no co-requisites for this course.					
This course is a pre-requisite for:	ELD410, ELD420					
Essential Employability Skills (EES) addressed in this course:	<p>EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.</p> <p>EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication.</p>					
Course Evaluation:	<p>Passing Grade: 50%, D</p> <p>A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.</p>					
Other Course Evaluation & Assessment Requirements:	Learners within this Post-Graduate program must maintain a cumulative program average of 63% or higher to be eligible for co-op or field placement.					
Course Outcomes and Learning Objectives:	<table border="1"> <thead> <tr> <th>Course Outcome 1</th> <th>Learning Objectives for Course Outcome 1</th> </tr> </thead> <tbody> <tr> <td>Apply key eLearning and instructional design terminology, distinguishing between terms and effectively integrating them into communication.</td> <td> <p>Define key terminology used in the eLearning and instructional design industry.</p> <p>Demonstrate the ability to use industry-specific terms in appropriate contexts.</p> <p>Compare and contrast terms that are often confused or</p> </td> </tr> </tbody> </table>	Course Outcome 1	Learning Objectives for Course Outcome 1	Apply key eLearning and instructional design terminology, distinguishing between terms and effectively integrating them into communication.	<p>Define key terminology used in the eLearning and instructional design industry.</p> <p>Demonstrate the ability to use industry-specific terms in appropriate contexts.</p> <p>Compare and contrast terms that are often confused or</p>	
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Apply key eLearning and instructional design terminology, distinguishing between terms and effectively integrating them into communication.	<p>Define key terminology used in the eLearning and instructional design industry.</p> <p>Demonstrate the ability to use industry-specific terms in appropriate contexts.</p> <p>Compare and contrast terms that are often confused or</p>					



	<p>misunderstood in the industry.</p> <p>Incorporate relevant terminology effectively in both written and oral communication.</p> <p>Develop strategies for staying updated with evolving terminology in the eLearning field.</p>
Course Outcome 2	Learning Objectives for Course Outcome 2
<p>Enhance written communication skills in the eLearning industry by developing advanced writing techniques and effective use of digital tools for professional correspondence.</p>	<p>Construct clear, concise, and purposeful written communications suitable for the eLearning industry.</p> <p>Employ professional formatting and styles appropriate for different types of instructional design documents.</p> <p>EOP2.3: Develop persuasive writing skills tailored to proposals and pitches in the eLearning context.</p> <p>Master the skills of proofreading and editing to produce error-free written communication.</p> <p>Utilize digital communication tools effectively for professional correspondence.</p>
Course Outcome 3	Learning Objectives for Course Outcome 3
<p>Refine oral communication skills, including active listening, constructive feedback, public speaking, and audience adaptation, for effective interaction in instructional design settings.</p>	<p>Demonstrate effective oral communication skills in presentations and meetings.</p> <p>Employ active listening skills to enhance understanding and engagement in professional conversations.</p> <p>EOP3.3: Provide and receive constructive feedback in a collaborative instructional design environment.</p> <p>Apply public speaking techniques for clear and confident delivery of ideas and concepts.</p> <p>Tailor oral communication style to suit different audiences, including stakeholders and team members.</p>
Course Outcome 4	Learning Objectives for Course Outcome 4
<p>Acquire expertise in Canadian business etiquette, culturally sensitive communication, and professional online interactions for effective engagement within the eLearning industry.</p>	<p>Illustrate the basics of Canadian business etiquette and its application in professional settings.</p> <p>Employ communication styles that are effective and respectful in the Canadian business context.</p> <p>Demonstrate cultural sensitivity and awareness in interactions with diverse stakeholders.</p> <p>Master email and online communication etiquette specific to Canadian business standards.</p> <p>Demonstrate professionalism in engaging with key stakeholders such as subject matter experts and content</p>

		creators.
	Course Outcome 5	Learning Objectives for Course Outcome 5
	Develop skills and strategies for professional networking, personal branding, and understanding of the eLearning and instructional design job market to effectively advance your career in the industry.	<p>Investigate networking strategies to build professional connections in the eLearning field.</p> <p>Apply networking strategies to build professional connections in the eLearning field.</p> <p>Create a personal brand that aligns with career goals in instructional design.</p> <p>Explore the eLearning and instructional design job market, including key employers and industry trends.</p>
Evaluation Process and Grading System:	Evaluation Type	
	Evaluation Weight	
	Assignment 1 Quiz	15%
	Assignment 2 eLearning Proposal (Written and Oral Presentation)	25%
	Assignment 3 eLearning Proposal Pitch (Simulated Meeting/Presentation)	15%
	Assignment 4 Business Etiquette Case Studies	20%
Assignment 5 Personal Branding eLearning Portfolio	25%	
Date:	August 6, 2024	
Addendum:	Please refer to the course outline addendum on the Learning Management System for further information.	