**DESCRIPTION**

A well-documented, theory-based treatment that focuses on instructional design’s application to industry and K-12 education. Offers extensive procedural assistance, emphasizing the foundations and first principles upon which most of the models and procedures in the field are built. An Extended Example (now online) showcases applications of concepts and techniques using a single subject area and course (Digital Photography).

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**ABOUT THE AUTHOR**

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• A robust Learning Resources website at www.wiley.com/college/smith that, in addition to the Extended Example, provides feedback for all chapter exercises, sample syllabi, learning activities, figures and illustrations, lecture-launcher PowerPoints, job aids, example objectives for each type of learning, online chapters on production of media, delivery strategies, motivation strategies, and much more.

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