

OMDE607 - Course Development Project

The ISD Process

Figure 1: Seels & Glasgow ISD Model

1. Analysis

What is the problem?
How do we solve it?

What is the job or content?
What must be learned?

2. Design

What are the objectives?
How will we know if objectives are met?
What teaching strategy will achieve these objectives?
What media and methods are most cost-effective?

3. Development

Draft materials
What will the materials say?

Media Production
How do the materials look and sound?

Formative Evaluation
Do students learn from them?
How do we improve them?

4. Implementation

Is the client ready to take responsibility?

5. Summative Evaluation

Have we solved the problem?
What is the impact?
What needs to change?

