WHERE DESIGN EMBRACES LEARNING
WELCOME TO THE FOURTH IDD@UGA CONFERENCE!

This event will highlight the work of instructional designers, learning professionals, and education leaders in the varied and growing field of Learning, Design, and Technology.

We are excited about our conference! The event will feature keynote speakers and concurrent presenters from around the U.S., as well as from Atlanta and UGA, and from a variety of professional contexts, all of whom focus on designing for learning. I love this field with its noble purpose (helping people learn and perform) and its endless kaleidoscope of content and contexts. We trust this week’s event will capture some of the essence of this kaleidoscope and spark your imagination toward new things.

Highlights of this year’s program include:

- **The opening session at 1 p.m. Friday**, in which we will formally launch the conference and introduce our first keynote speakers, Jennifer Williams, Stacey Rivers, and Carolyn Dickerson of Turner, Inc. and the Global Technology Organization. Their work demonstrates how real collaboration across stakeholders can still be alive and well in a large and diverse organization.

- **The Friday afternoon special networking reception** with cash bar, a new feature of the conference, for IDD alumni and current students (everyone is welcome, and the first drink is free!), starting at 5:30 p.m. in the Magnolia Ballroom. This will segue into dinner at 6:15, featuring a bit of live music out of the ranks of IDD. Stay tuned!

- **At 8:45 a.m. Saturday**, Brad Hokanson, professor of design at the University of Minnesota and current president of the Association for Educational Communications & Technology (AECT), will challenge all of us to think more deeply about supporting learning and recognizing that design is about more than content.

- **Also on Saturday**, guests will have the opportunity to arise from their Magnolia Ballroom lunch tables and interact with creators of multimedia projects on display there. Projects are from current IDD students and first-year alumni, and include content created for, and put to use by, real-world clients.

The public portion of the conference will conclude with a wrap-up session Saturday from 3-3:30 p.m.

Special thanks to all of our presenters for sharing their knowledge and expertise! And extra thanks to the UGA Center for Teaching and Learning; the UGA Office of Online Learning; Interactive Advantage; Converging Solutions; the Association for Talent Development, Atlanta chapter; and Articulate Global, Inc. for their important contributions.

We hope you have a great experience! Please let us know if there is anything we can do for you while you are here with us.

Best regards,

Gregory Clinton
conference chair with the IDD@UGA 2017 Conference Committee
FRIDAY, AUGUST 18

8:30-9 A.M.
WORKSHOP REGISTRATION  KELLOGG CONCOURSE

9 A.M.-NOON
PRE-CONFERENCE WORKSHOPS
Instructional Design: Essentials for Success ROOM C
Quick Video Production for eLearning Projects ROOM E
Introduction to Articulate Storyline 360 ROOM B
Get Your Game On! Putting Gamified Learning to Work in Organizational Settings ROOM D

NOON-1:00 P.M.
CONFERENCE REGISTRATION  REGISTRATION DESK
Lunch (on your own)

CONFERENCE START
1-2:30 P.M.
WELCOME AND KEYNOTE ADDRESS
Jennifer Williams, Stacey Rivers, and Carolyn Dickerson, Global Technology Organization and Turner, Inc.  MASTERS HALL

2:30-3 P.M.
NETWORKING BREAK  KELLOGG CONCOURSE

3-4 P.M.
CONCURRENT SESSION I
Panel: A Day in the Life of a Professional Instructional Designer  MASTERS HALL
Performance Support at AT&T University  ROOM C
Turning Magic Performance into a Method to Inspire Creativity  ROOM D
‘Breakout’ of a Rut: Training is Gaming  ROOM J

4:15-5:15 P.M.
CONCURRENT SESSION II
A Design Frame for Alternative Learning Spaces  MASTERS HALL
Zspace: Virtual and Augmented Reality in the Classroom  ROOM C
Applying Cognitive Principles for Effective Online Learning  ROOM D
Tools to Create On-Demand Training  ROOM J

5:30-6:15 P.M.
ALUMNI & CURRENT STUDENT RECEPTION (ALL VISITORS WELCOME)  MAGNOLIA BALLROOM

6:15 P.M.-7:30 P.M.
DINNER AND LIVE MUSIC  MAGNOLIA BALLROOM

SATURDAY, AUGUST 19

8:45-10 A.M.
KEYNOTE
Brad Hokanson, University of Minnesota  MASTERS HALL

10:00-10:15 A.M.
REFRESHMENT BREAK  KELLOGG CONCOURSE

10:15-11:15 A.M.
CONCURRENT SESSION III
Pull the Animated Video Lever for more Engaging eLearning!  MASTERS HALL
World Café  ROOM C
Activities and Methods for Designing, Iterating, and Refining Constructivist Learning Environments  ROOM D
Do You Consider People’s Subjectivities When You Design?  ROOM J

11:30-1:30 P.M.
BUFFET LUNCH FOLLOWED BY IDD PROJECT DEMONSTRATIONS  MAGNOLIA BALLROOM

1:45-2:45 P.M.
CONCURRENT SESSION IV
Project Management for Instructional Design Success  MASTERS HALL
Who Are You Designing for?  ROOM C
Designing for Real-Time Results  ROOM D
‘Flipping’ an Online Course Using Interactive Video Conferencing  ROOM J

2:45-3 P.M.
REFRESHMENT BREAK  KELLOGG CONCOURSE

3-3:30 P.M.
REFLECTION AND WRAP-UP SESSION
Greg Clinton and Brad Hokanson  MASTERS HALL
8:30 A.M.-9 A.M.: WORKSHOP REGISTRATION
KELLOGG CONCOURSE

9 A.M.-NOON
(THese WORKSHOPS REQUIRE A SEPARATE REGISTRATION.)

INTRODUCTION TO ARTICULATE STORYLINE 360

DAN RICHARDS, Interactive Advantage Corporation
ROOM B

Articulate Global has recently introduced their web-integrated version of Storyline software in a suite called Articulate 360 that includes an array of new collaborative tools as well as enhancements to Storyline, including implementation of Articulate’s new approach to responsive design. Expert eLearning designer and trainer Dan Richards will use this 3-hour workshop to walk you through the new capabilities of Storyline 360 itself, within the context of the Articulate 360 suite, via demonstration and hands-on activities.

You are not required to have Articulate Storyline software to participate in this workshop, but you may choose to bring it with you on a laptop computer if you have the software available (either Storyline 360 or the stand-alone Storyline 3). A trial copy will work just fine. Arrive at least 20 minutes early to load the class media files if you intend to participate hands-on.

INSTRUCTIONAL DESIGN: ESSENTIALS FOR SUCCESS

ROB BRANCH, past president, Association for Educational Communications & Technology; department head and faculty member, Learning, Design, & Technology program, UGA Department of Career & Information Studies
ROOM C

Effective use of the instructional systems design process is the number one foundational competency of a professional instructional designer. This workshop will lead you through hands-on experiences that will help you get started with instructional design. Issues addressed in the workshop will include:
GET YOUR GAME ON! PUTTING GAMIFIED LEARNING TO WORK IN ORGANIZATIONAL SETTINGS

STEPHEN BALFOUR AND KARAH HAGINS, UGA
Office of Online Learning

ROOM D

Collaboration. Competition. Achievement. Engagement. Gamified learning can open new paths to learning, increase motivation, change perceptions of failure, and increase time on task. Stephen Balfour and Karah Hagins from UGA’s Office of Online Learning will provide an introduction to what it takes to gamify learning spaces. You will learn the prominent elements of gamification and how they can increase learning, explore techniques you can use, and play some educational games. You will leave with a rough plan for gamifying an activity or course of your own. Please bring your smart phones, tablets, and/or computers to take full advantage of this workshop!

QUICK VIDEO PRODUCTION FOR ELEARNING PROJECTS

RON BRAXLEY, digital media specialist, UGA
College of Education

ROOM E

Video has become an important component of almost any eLearning experience, so it’s important to do it well. This workshop will focus on using mobile equipment (the iPad in this case) to produce video, so please bring along your iPad, iPhone, or other mobile device.

While there are many editing options available, we will work with the iOS version of iMovie during our workshop. A short video project will be produced collectively by the workshop participants.
FRIDAY, AUGUST 18 / SESSIONS

NOON-1 P.M.
CONFERENCE REGISTRATION
CONFERENCE REGISTRATION DESK

1-2:30 P.M.
WELCOME AND KEYNOTE ADDRESS

JENNIFER WILLIAMS,
STACEY RIVERS,
CAROLYN DICKERSON,
Turner, Inc. and Global Technology Organization
MASTERS HALL

2:30-3 P.M.
NETWORKING BREAK
KELLOGG CONCOURSE

3-4 P.M.
CONCURRENT SESSION I

1(A) PANEL - A DAY IN THE LIFE OF A PROFESSIONAL INSTRUCTIONAL DESIGNER

GREG CLINTON, UGA Learning, Design, and Technology program - moderator
CARLA KAISER, AT&T
DAVID NEWBORNE, XINNIX
KRISTI CANDLER, Federal Reserve Bank of Atlanta
MASTERS HALL

1(B) PERFORMANCE SUPPORT AT AT&T UNIVERSITY

SAIF ALTALIB, AT&T

Last year the AT&T University Design organization decided it was time to update their 10+ year knowledge base. As serious students of the Performance Support discipline, they took a journey in designing a cutting-edge platform to support the performance, knowledge management, and skills transformation needs of their team. Join us to view a demonstration of the platform and the many lessons learned along their journey.
ROOM C

FEATURED SPEAKERS

1-2:30 P.M. FRIDAY, MASTERS HALL:

JENNIFER WILLIAMS
Organizational Development Consultant at Global Technology Organization and Turner, Inc.

Jennifer Williams joined Turner Broadcasting in 2014 as an Organizational Development Consultant and supports the organization’s Global Technology Division. She also works with the board of Turner Women Today to address senior leadership development and Turner’s diversity & inclusion efforts. Prior to coming to Turner, she has served as a consultant in internal and external talent management, organizational development, and learning and development for companies in telecommunications, government, insurance, and consumer packaged goods. Outside of Turner she has been a long time member of the Association for Talent Development – Atlanta Chapter and has served on the board in several capacities.

STACEY RIVERS
Director of Technical Talent at Global Technology Organization

Stacey Young Rivers is the Director of Technology Skills Analysis & Development for Turner’s Global Technology & Operations division. She is the architect and director of the Global Technology Internship Program which launched in the fall of 2015 with the Georgia Institute of Technology as its first strategic partner. Rivers earned a master of science in management with a concentration in leadership & organizational effectiveness from Troy University. She is a certified human capital strategist and strategic workforce planner, and a recipient of leadership awards from multiple organizations. She is the author of 50 Essential Tips to Getting & Keeping the “Right” Job.
CAROLYN DICKERSON  
*Instructional Designer at Turner, Inc.*

Carolyn Dickerson is an Instructional Designer with Turner’s People Development team. She has successfully led compliance, technology, diversity & inclusion, ecosystem, and on-boarding initiatives for new hires and new managers, and has steered enterprise-wide software implementation projects. Carolyn has worked with businesses that range from small, 12-employee enterprises to large, complex global organizations. She holds an M.A. in Human Resource Development from Bowie State University, Bowie, MD.

8:45-10:00 A.M. SATURDAY, MASTERS HALL:

**BRAD HOKANSON**  
*Professor of design at the University of Minnesota; current president, Association for Educational Communications & Technology (AECT)*

Brad Hokanson is a professor in the College of Design at the University of Minnesota and the currently serving president of the Association for Educational Communications & Technology (AECT). He has a diverse academic record, including degrees in art, architecture, and urban design; he received his master’s degree in architecture from Harvard University and his Ph.D. in instructional technology from the University of Minnesota. He teaches in the area of creative problem solving and has published research in the fields of creativity and educational technology. He also is currently the Buckman Professor of Design Education.

**1(C) TURNING MAGIC PERFORMANCE INTO A METHOD TO INSPIRE CREATIVITY**  
**TONG LI AND LARRY MCCALLA**, UGA Learning, Design, and Technology program

What we can learn from magicians? How magic performance can be used to inspire students to think outside of the box like a magician? In this session, you will learn how to think like a magician, and how magic performance can be used in a design based class to facilitate creative thinking. We will break the magician’s code so that you can become the magician in your own field!  
**ROOM D**

**1(D) ‘BREAKOUT’ OF A RUT: TRAINING IS GAMING**  
**CHERYL DESPATHY AND LEXI FIELDS**, The Galloway School

We all know that compliance or product training isn’t always the most enjoyable experience, but it’s necessary. Why can’t you have a little fun with it? Edutainment is a concept that any instructional designer can easily implement into their creative process to make design and development more enjoyable and increase learner engagement at the same time!  
**ROOM J**
4:15-5:15 P.M.

CONCURRENT SESSION II

2(A) A DESIGN FRAME FOR ALTERNATIVE LEARNING SPACES
TIm BOILEAU, University of West Florida

The rhetoric that pervades most professional careers, including design fields such as ours, is that our goal is to be the best we can be. I take a different view. I think our goal should be simply to be the best we can be. This doesn’t mean that we should approve of lazy or incompetent people, but that we should be very pragmatic and realistic about our work. I believe this attitude will actually improve our designs, a perspective that is supported from the emerging “design thinking” literature.

MASTERS HALL

2(B) ZSPACE: FROM VIRTUAL REALITY TO JUST ... REALITY!
STEWART RODEHEAVER, Vizitech

Technology, in education, is the great equalizer and is infusing new methods of student-driven discovery and solution-based learning. It is also completely changing the role of the teacher in the classroom. Your takeaway from this class is a packet of augmented-reality images that you can immediately use, and you will experience the virtual reality of Zspace and ViziTech’s unique HMD (head mounted display) virtual reality learning modules.

ROOM C

2(C) APPLYING COGNITIVE PRINCIPLES FOR EFFECTIVE ONLINE LEARNING
STEPHEN BALFOUR, UGA Office of Online Learning

Games and gamification in learning have persistently been cited as important or cutting-edge, about which instructional designers and university faculty should be aware. The purpose of this session is to provide background on learning theory, motivational characteristics, and background research for using games and gamification; explanation and examples of gaming to support learning and increase uses of game design; and strategies and examples of gamification in online courses.

ROOM D

2(D) TOOLS TO CREATE ON-DEMAND TRAINING
TRACY ARNER AND ZACKERY HOWINGTON, UGA Carl Vinson Institute of Government

This session will focus on using Articulate Storyline 2, GoToWebinar, and PowerPoint in creating on-demand training.

ROOM J

5:30-6:15 P.M.
ALUMNI & CURRENT STUDENT RECEPTION
All guests welcome
MAGNOLIA BALLROOM

6:15-7:30 P.M.
DINNER AND LIVE MUSIC
MAGNOLIA BALLROOM
8:45 A.M.-10 A.M.
KEYNOTE ADDRESS
BRAD HOKANSON, professor of design, University of Minnesota
MASTERS HALL

10-10:15 A.M.
REFRESHMENT BREAK
KELLOGG CONCOURSE

10:15-11:15 A.M.
CONCURRENT SESSION III

3(A) PULL THE ANIMATED VIDEO LEVER FOR MORE ENGAGING ELEARNING!
ROBB BINGHAM, Converging Solutions

Are your eLearning audiences being lulled to sleep when you present learning objectives at the top of your course? There’s a better way. In this session, you’ll see several examples of how learning designers have taken the thrill of eLearning to a new level for their learners. You will also learn principles for evaluating animation tools, to help you make better decisions before investing time and money, and you’ll receive some practical ideas for writing a succinct script that will set you up for success with your early animation efforts!
MASTERS HALL

3(B) WORLD CAFÉ
BRAD HOKANSON, University of Minnesota

A discussion hosted by the keynote presenter, Brad Hokanson, to discuss the range of ideas included in his talk and their effect on the field of instructional design and development. A World Café is a structured conversation in small groups, with all participants actively involved in responding to a series of questions.
ROOM C

3(C) ACTIVITIES AND METHODS FOR DESIGNING, ITERATING, AND REFINING CONSTRUCTIVIST LEARNING ENVIRONMENTS
LARRY MCCALLA & TONG LI, UGA Learning, Design, and Technology program

This presentation explicates the design of an undergraduate level course. The course features a constructivist learning environment aiming to help learners expand their abilities for using technology effectively in the workplace. Part A describes the activities designed and selected for the course. Part B reviews how evaluation is used to research and iterate the course design. Instructional designers can benefit from seeing designs that support constructivist learning environments and evaluative methods that help ascertain their effectiveness.
ROOM D

3(D) DO YOU CONSIDER PEOPLE’S SUBJECTIVITIES WHEN YOU DESIGN?
LLOYD RIEBER, UGA Learning, Design, and Technology program

People come to learning and training environments with subjective perspectives on all aspects of the instructional topic. These subjective perspectives influence not only their motivation to participate and engage in learning, but also shape how they understand and apply the knowledge and skills of the lesson. As a designer, do you ever consider these subjectivities in your design? How would you identify those subjectivities? This session will introduce you to the Q methodology, a quantitative means for identifying and understanding subjectivity.
ROOM J

11:30 A.M.-1:30 P.M.
LUNCH FOLLOWED BY IDD PROJECT DEMONSTRATION SESSIONS

(See pages 11-12 for a complete list of participants and projects.)
MAGNOLIA BALLROOM
The National IT Training department of the Federal Reserve System applies a tried-and-true project management framework to our instructional design projects. By integrating PMBOK, AGILE, and ADDIE methods into a single process, we are better able to make sure we keep the right stakeholders informed, obtain the right approvals to keep projects moving along, and ensure our training projects meet their agreed upon milestones within the appropriate scope, schedule, and budget.

Ever struggle with designing your learning intervention because what the stakeholder wants differs from what the audience needs? Learn how to address divergent desires using simple principles that focus the design where it should be, on the learner. Discover how to engage stakeholders and subject matter experts in order to promote knowledge transfer and ensure alignment to business priorities.

This presentation will focus on how instructional design and technology brought real-time results into a training session, thereby enhancing participants’ engagement with and analysis of results. Q-Perspectives™ allows participants to learn about their perspectives on subjective topics like leadership and risk and to become part of the research team. The instructional technology solution allows participants to both generate and analyze real-time results in one sitting. Learn more about how this solution can benefit your classroom or training.

This session will describe six different interactive structures developed to allow students in online courses to interact “virtually face-to-face” using free video conferencing programs. We will discuss the advantages and disadvantages of each type of interaction. Student response on anonymous course evaluations to these uses of video conferencing in 18 fully online classes was overwhelmingly positive; comments emphasized increased engagement and enjoyment from such interactions in both large and small groups, and the relationships and sense of community they fostered.

This presentation will focus on how instructional design and technology brought real-time results into a training session, thereby enhancing participants’ engagement with and analysis of results. Q-Perspectives™ allows participants to learn about their perspectives on subjective topics like leadership and risk and to become part of the research team. The instructional technology solution allows participants to both generate and analyze real-time results in one sitting. Learn more about how this solution can benefit your classroom or training.
Join us for a delicious buffet lunch on Saturday, followed by an interactive program with conference participants mingling among graduate students who have completed a variety of types of IDD projects. This demonstration program is similar to a poster session, with participants at tables engaging with the crowd. Take a few minutes to interact with the projects, meet the presenters, and learn more about their specialties.

MAGNOLIA BALLROOM

**IDD GRADUATE STUDENTS — TEAM PROJECTS**

**COMMUNICATE USING ENGLISH IN SCHOOLS (CUES)**
JALONNA KEARNEY, ADELINE ANYIDOHO and ADRIANA VALENCIA

Communicate Using English in Schools (CUES) was created as an alternative to teach Basic English words and phrases to Spanish-speaking parents who want to communicate at school. Many families struggle to provide the academic support that their kids need to succeed at school, and this gap becomes bigger when the language barrier is present. A local school district in Georgia was the initial client for this project. (Project: https://sel62102.wordpress.com/)

**FLUID TONICITY PROJECT**
LANA KEMPTON, JEREMY WORSHAM and SAM COOK

The Fluid Tonicity Module was created by Team Tonicity for the EDIT 6210E Learning Environments Design II course in the Learning, Design, and Technology program at the University of Georgia. The clients of the project were Tutaloo Tutoring, LLC and Dr. Rebecca Logan of Berry College's department of nursing. This project teaches principles of fluid tonicity - the three base classes of intravenous fluids and their applications - to nursing students. (Project: https://teamtonicity.wordpress.com/)

**MAKER E-LEARNING PROJECT**
TIM CONE, KRISTEN MITCHELL and TONY BLASUCCI

Maven Makers, LLC. has created a subsidiary company called Maker E-Learning. The goal and intention of Maker E-learning has been to develop an online platform and training specific to the skills and tools necessary within a makerspace. With the addition of makerspaces to schools, libraries, and private businesses across the country, the need for this type of training is exceptionally high. Thus the Maker E-Learning Project provides resources and an array of specific teaching modules to cater towards the unique needs of a makerspace. (Project: https://makerelearning.wordpress.com)

**Conference management assistance by graduate students**
Raphael da Silva, Diego Boada, David Squires, and Larry McCalla
The following projects are presented by graduate students in the UGA IDD program.

**INTRODUCTION TO PROFESSIONAL BRANDING — AN ONLINE SHORT COURSE FOR STUDENTS BEGINNING THEIR FIRST PROFESSIONAL INTERNSHIP**

**JILL JINKS WITH JUSTIN NAUJOKAS**

*Created with:* Articulate Storyline 3, Adobe Illustrator, Adobe Premier Pro, Adobe Audition

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**HOW TO IMPLEMENT PROBLEM-BASED LEARNING (PBL) IN THE CLASSROOM**

**FRANKIE ROBINSON BUTTRILL**

*Created with:* Articulate Storyline

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**PUBLIC SERVICE ANNOUNCEMENT (PSA) — GIVE IT A REST!**

**RACHEL STUART**

*Created with:* Windows Media Maker, iPhone

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**PARENTS’ INVOLVEMENT BRINGS IMPROVEMENT**

**MELANIE BLACKMAN**

*Created with:* iMovie, Canon Eos Rebel sl1, iPhone 6S

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**INTRODUCTION TO GRAMMAR**

**RACHEL STUART**

*Created with:* Articulate Storyline

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**PLASTICS KILL - A PUBLIC SERVICE ANNOUNCEMENT (PSA)**

**CHRISTINE ROBERTSON**

*Created with:* iMovie, Adobe Lightroom, Photo Mechanic

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**HOW TO IMPLEMENT PROBLEM-BASED LEARNING (PBL) IN THE CLASSROOM**

**FRANKIE ROBINSON BUTTRILL**

*Created with:* Articulate Storyline

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**INTRODUCTION TO GRAMMAR**

**RACHEL STUART**

*Created with:* Articulate Storyline

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**CAMERA QUICK START GUIDE FOR FIELD USE**

**MATTHEW WHITTLESEY**

*Created with:* Articulate Storyline, Adobe Photoshop, Adobe Illustrator

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**TRACKS IN THE SAND - IDENTIFYING SEA TURTLE TRACKS BY SPECIES**

**CHRISTINE ROBERTSON**

*Created with:* Articulate Storyline 3, Adobe Lightroom, Adobe Photoshop

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**ABOUT LEARNING, DESIGN, AND TECHNOLOGY PROGRAMS IN THE UGA COLLEGE OF EDUCATION**

Learn to be a leader in technology-enhanced learning environments with the College of Education's Learning, Design, and Technology degrees. Our goal is to prepare professionals to identify and analyze learning problems and to create and implement more effective instructional solutions.

Earn a master's or doctoral degree, or receive a certificate in eLearning Design or Instructional Technology for Teaching. Coursework covers topics such as instructional design, online learning design, information literacy, computer-based education, and instructional product evaluation.

You will find our graduates in schools, corporate settings, higher education, museums, government agencies, and more.

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