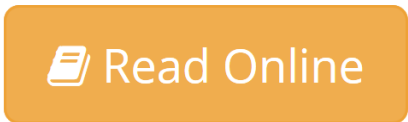


# Multimedia-based Instructional Design: Computer-based Training, Web-based Training, Distance Broadcast Training, Performance-based Solutions


By William W. Lee, Diana L. Owens




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*Multimedia-Based Instructional Design* is a thoroughly revised and updated second edition of the best-selling book that provided a complete guide to designing and developing interactive multimedia training. While most training companies develop their training programs in many different technological delivery media—computer-based, web-based, and distance learning technologies—this unique book demonstrates that the same instructional design process can be used for all media. Using just one process reduces cycle time for course development—and also reduces costs.

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### Editorial Review

From the Inside Flap

Multimedia-Based Instructional Design is a thoroughly revised and updated second edition of the best-selling book that provided a complete guide to designing and developing interactive multimedia training. While most training companies develop their training programs in many different technological delivery media—computer-based, web-based, and distance learning technologies—this unique book demonstrates that the same instructional design process can be used for all media.

Using just one process reduces cycle time for course development—and also reduces costs. A practical resource, this book is structured as a step-by-step action handbook that presents activities and the associated steps required for completing a successful project. This new edition includes many improved and new automated tools on a CD-ROM, updates on standard practices, new content, and case studies and demonstrations. Multimedia-Based Instructional Design, Second Edition, offers a clear presentation of the instructional design methodology and its concise link to technology-based training and a wealth of new information and tools, including:

- The automated Project Management Tool that helps track instructional design activities and tasks through hyperlinked access to Xegy a new tool to focus business intelligence and drive performance
- An automated version of the book's Media Analysis and Objectives Analysis Tools
- New chapters on issue analysis, developing an evaluation strategy, and creating an evaluation plan
- A new, more robust tool for evaluating e-learning software
- A CD-ROM filled with tools and customizable worksheets, a virtual classroom, and a demonstration of a Learning Management System

Written for trainers, consultants, and instructional designers, this second edition of Multimedia-Based Instructional Design includes a surplus of customizable and reproducible worksheets, checklists, and job aids.

From the Back Cover

### A New Edition of the Book that Turned the Training World Upside Down

Just as the groundbreaking first edition of Multimedia-Based Instructional Design offered a complete guide to designing and developing interactive multimedia training, the second edition is filled with relevant new content, automated tools on the erb site, updates on standards, and current case studies and demonstrations.

### Praise for the second edition of *Multimedia-Based Instructional Design*

"Finally, the book I have longed for is on the shelf! The second edition of *Multimedia-Based Instructional Design*, by William W. Lee and Diana L. Owens, is strong on practice, grounded in proven theoretical principles, and chock-full of automated tools that make the instructional design process easy to learn and easy to apply."

—**Angela Benson**, assistant professor, Department of Human Resource Education, University of Illinois, Urbana-Champaign

"There are many books about the development of e-Learning but very few that answer the question 'How do

I do it?" This book provides many answers to that question in a way that demonstrates both the authors' knowledge of development theory as well as their practical, real-world mastery."

–**Thomas Toth**, Certified Macromedia MX 2004 Developer; author, *Technology for Trainers*; and e-Learning designer and developer

#### About the Author

**William W. Lee** is director of educational research and development at the National Headquarters of the American Heart Association in Dallas, Texas, providing leadership and consulting in the integration of technology into training as well as the design, development, and evaluation of training. Dr. Lee teaches at the University of Texas at Dallas in the Department of Management and Professional Development and the University of Oklahoma in its Professional Development Department. He is a well-known speaker at regional, national, and international conferences and was the 1997 recipient of the Distinguished Achievement Award from the Dallas, Texas, chapter of ASTD and the Penn State University College of Education Alumni Association Leadership and Service Award for his writing and speaking.

**Diana L. Owens** is a consultant and principle owner of Training Consulting Softek, an independently owned company specializing in multimedia training development that has worked with clients such as Verizon Telecommunications, EDS, American Airlines, Blockbuster Video, and TGI Friday's Corporation, among others. Owens was previously employed by EDS, Action Systems, Multimedia Learning, Inc., CAE Link, and the U.S. Air Force.

#### Users Review

##### From reader reviews:

##### **Lewis Lin:**

This Multimedia-based Instructional Design: Computer-based Training, Web-based Training, Distance Broadcast Training, Performance-based Solutions book is not ordinary book, you have after that it the world is in your hands. The benefit you get by reading this book is actually information inside this reserve incredible fresh, you will get information which is getting deeper a person read a lot of information you will get. That Multimedia-based Instructional Design: Computer-based Training, Web-based Training, Distance Broadcast Training, Performance-based Solutions without we understand teach the one who reading it become critical in considering and analyzing. Don't end up being worry Multimedia-based Instructional Design: Computer-based Training, Web-based Training, Distance Broadcast Training, Performance-based Solutions can bring once you are and not make your case space or bookshelves' become full because you can have it with your lovely laptop even telephone. This Multimedia-based Instructional Design: Computer-based Training, Web-based Training, Distance Broadcast Training, Performance-based Solutions having fine arrangement in word in addition to layout, so you will not truly feel uninterested in reading.

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