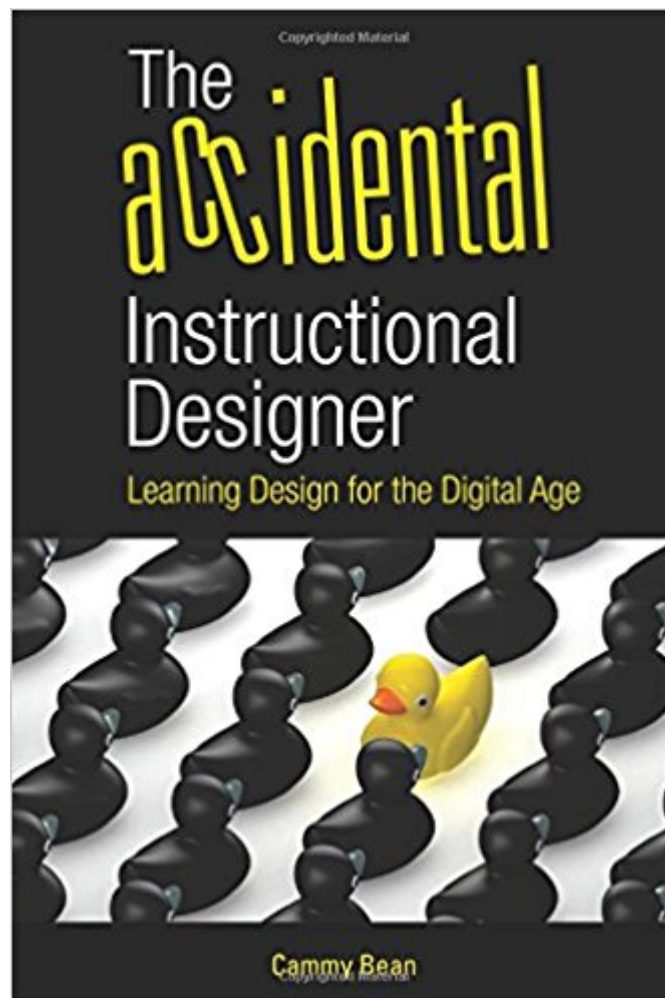




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The Accidental Instructional Designer: Learning Design For The Digital Age



Synopsis

Don't create boring e-learning! Cammy Bean presents a fresh, modern take on instructional design for e-learning. Filled with her personal insights and tips, *The Accidental Instructional Designer* covers nearly every aspect of the e-learning design process, including understanding instructional design, creating scenarios, building interactivity, designing visuals, and working with SMEs. You'll learn all about the CBT Lady and how to avoid her instructional design mistakes. Along the way, you'll hear from a few other accidental instructional designers, get ideas for your own projects, and find resources and references to take your own practice to the next level. *The Accidental Instructional Designer* is perfect for the learning professional or instructional designer who is just getting started with e-learning or the more experienced practitioner looking for new ideas. In addition to sharing proven techniques and strategies, this book: covers best practices and what to avoid when designing an e-learning program presents e-learning in action through various case studies shows how you can go from being an accidental instructional designer to an intentional one.

Book Information

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Customer Reviews

Cammy Bean is the VP of Learning Design for Kineo <http://www.kineo.com/>, a global organization specializing in elearning solutions. Cammy Bean has worked as an eLearning instructional designer since the mid-90's (way back in the olden days, before we even called it e-learning!) In addition to the occasional novel, she likes to read books on instructional design and learning theory. Mom to three kids, five fish, and one lizard, Cammy lives in Massachusetts. You can contact

her on Twitter @cammybean or through her blog Learning Visions <http://cammybean.kineo.com>.

Boring stuff first: this is not the first or only book I would give to anyone looking for Instructional Design help. It has lots of nice ideas (building your e-learning brand, how stories can make your e-learning come alive, etc.) but it seems short on the actual how-tos. Ms. Bean mentions several case studies, but even those are light on the details: "The e-learning modules provide an introduction to key concepts, within the context of the Coats's environment." What kind of e-learning? How do they introduce the key concepts? What are the key concepts? Can we see how the context of the Coats environment affects the key concepts? Because, you know, seeing how the environment of a corporation affects a concept is critical to being a good Instructional Designer, and it would be nice to get Ms. Bean's take on this bedrock issue. Now I rant: it ticks me off to pay \$32.95 for a book that is so sloppily edited. The quote I put in above has a couple of problems we could argue about all night, so I'll stick to the egregious ones: "Real-word check-ins" instead of "real-world"? "You're on a path to intentional designer" instead of "being an intentional designer" or "intentional designerhood" or whatever the heck she meant? And it's not just the cost of the book that makes me demand an actual editor rather than just spellcheck -- it's the content of the book itself. Ms. Bean explains how you can, and should, "build your brand" for e-learning, that the look of your product matters, that the way you market it matters, that details matter, and that distracting things should be ruthlessly cut from your product. Then I get a book whose brand is apparently "We deliver ... something nobody's bothered to read!" I get a book that cannot market itself to anyone who knows spelling, punctuation, and grammar conventions. I get a book where details don't matter. I get a book full of distracting typos and mistakes and STOP JUST STOP GO BACK AND READ THE PROOFS FOR HEAVEN'S SAKE. Cammy Bean comes across as intelligent and good-humoured and I think I'd love to work with her. So I feel really bad getting so mad because of a tiny percentage of typos. Perhaps my growing resentment is a testament to how well she presents herself in writing. The technical stuff really shouldn't be getting in the way of my reading her engaging, informative book, but it does, and I want it to STOP JUST STOP. Don't get me wrong -- there is a lot to love about this book, way more than there is to hate. (The lists of theorists and theories on page 177 is golden.) But the things that bother me just bother the heck out of me. Obviously.

Honestly, this was a great read. Carolyn (the author) has a great voice. Immediately, she grabbed my attention and kept me interested. I read the entire book in one day. Although it was a quick read,

at some point I'll go back and re-read different sections. As a young professional, I wanted a place to begin my instructional designer journey. This is the place to begin. Carolyn provides several other leads to help further my reading. Overall: She's funny, relatable, and honest. All around great start to a long journey - good writing, structure, and makes you want to tell your co-workers.

Not every day you read a professional development book that makes you laugh out loud. If you have even been an instructional designer, this is part professional development and part comedy, because everything she says is sooo true. Most of the information is pretty generic and can be found if you read through a few websites, but it is worth the read for the laughs and good ideas.

The writing is friendly, easy to digest, and there is a lot of advice on how to make a career as an instructional designer. It's not the best tool for someone who is trying to jump ship and move into the career independently though, as it seems like the audience is more someone who is moving up a corporate ladder and just happens to start doing work similar to that of an instructional designer.

I actually really like this book. I was a bit skeptical due to the reviews saying there wasn't much actionable information included, but after reading, I really have to disagree. There is enough personal experience, and a light conversational tone about it that it's very easy to read yet still conveys a ton of great information. I would definitely recommend this book.

As someone interviewing for an ID position, I was in need of a quick refresher in the field. This book was a great way to get my head back into e-learning, and I absolutely loved the resource list at the end. I now have a lot more books that I need to purchase, blogs to read and potentially conferences to attend.

Great book for those considering a career as an Instructional Designer, or those whom, like myself, have found themselves in this space "by accident" and absolutely love it.

For anyone looking for new ideas, new resources, or generally diving into the world of instructional design, I highly recommend this book. It has humor and logic, and it never drags.

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