



UNIVERSITY *of* NORTH CAROLINA WILMINGTON

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WATSON COLLEGE *of* EDUCATION

**MS Instructional Technology & PB Certificate Instructional  
Technology**

Student Learning Outcomes

Graduates of the MS Instructional Technology or PB Certificate Instructional Technology program will be expected to have demonstrated knowledge and proficiency in the following areas:

**SLO1:** Instructional Design – Candidates will:

- Conduct performance analysis and determine the appropriateness of instructional solutions for the problem.
- Plan and conduct needs assessment.
- Assess learner/trainee characteristics.
- Analyze the characteristics of a setting (learning environment).
- Conduct analysis of jobs/tasks and content.
- Sequence learner outcome.
- Specify instructional strategies and sequence the instructional strategies.
- Determine instructional resources (media/computer technology) appropriate to instructional activities.
- Select appropriate applied information technologies to achieve instructional objectives.

**SLO2:** Instructional Development—Candidates will:

- Develop projected and non-projected graphic instructional materials.
- Demonstrate ability to produce audio scripts and audiotapes.

- Demonstrate the ability to produce still and motion photographic instructional materials, including knowledge and competencies in: film characteristics, camera operation, exposure, darkroom processes, lighting and color photography.
- Demonstrate knowledge of the principles of perception and visual learning applicable to the design and production of photographic instructional materials.
- Demonstrate knowledge of computer utilization practices and the ability to apply them in instructional settings including: computer literacy, software selection and evaluation, instructional management, hypermedia development and distance learning.
- Design and produce computer-based instruction including drill-and-practice and tutorial programs.
- Design and produce interactive multimedia systems.
- Develop curriculum and apply instructional technology to the curriculum at the systems level, the macro level and the micro level.
- Demonstrate knowledge and ability to design and produce self-instructional modules, training manuals, instructor's guides and job aids.
- Design and produce mediated instruction.

**SLO3: Utilization – Candidates will:**

- Apply principles of selection and use of materials and techniques relevant to a multicultural society (e.g., non-print, print, mass media, hardware, software, and other audiovisual strategies).
- Apply leadership techniques with individuals and groups (interpersonal skills, group dynamics, team building and diffusion of innovations).
- Promote the diffusion and adoption of the instructional development process.
- Demonstrate a knowledge of the laws and regulations which govern the selection and utilization of media/emerging technology, including copyright, censorship, State Board Regulations, Local Board Policies, etc.

**SLO4: Management – Candidates will:**

- Plan, create, monitor, and facilitate instructional design projects.
- Organize the instructional project or service unit to operate effectively and efficiently.
- Manage personnel and facilities.
- Plan and implement organizational change.
- Design instructional management systems.

**SLO5:** Evaluation – Candidates will:

- Plan and conduct needs assessment.
- Plan and conduct evaluation of instruction/training.
- Plan and conduct summative evaluation of instruction/training.