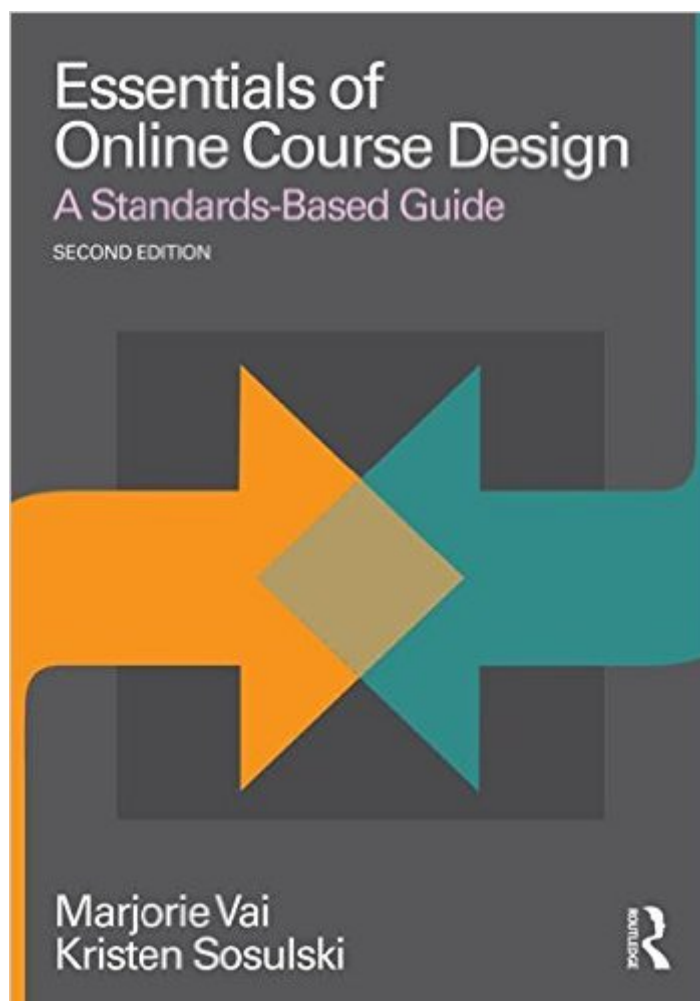


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# Essentials Of Online Course Design: A Standards-Based Guide (Essentials Of Online Learning)



## Synopsis

In spite of the proliferation of online learning, creating online courses can still evoke a good deal of frustration, negativity, and wariness in those who need to create them. The second edition of *Essentials of Online Course Design* takes a fresh, thoughtfully designed, step-by-step approach to online course development. At its core is a set of standards that are based on best practices in the field of online learning and teaching. Pedagogical, organizational, and visual design principles are presented and modeled throughout the book, and users will quickly learn from the guide's hands-on approach. The course design process begins with the elements of a classroom syllabus which, after a series of guided steps, easily evolve into an online course outline. The guide's key features include: a practical approach informed by theory, clean interior design that offers straightforward guidance from page one, clear and jargon-free language, examples, screenshots, and illustrations to clarify and support the text, a checklist of online course design standards that readers can use to self-evaluate, a Companion Website with examples, adaptable templates, interactive learning features, and online resources: <http://essentialsofonlinecoursedesign.com>. *Essentials of Online Course Design* serves as a best practice model for designing online courses. After reading this book, readers will find that preparing for online teaching is a satisfying and engaging experience. The core issue is simply good design: pedagogical, organizational, and visual.

## Book Information

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## Customer Reviews

This is an outstanding book for anyone who is considering developing an online or hybrid course. All concepts are presented in a straightforward, practical manner with plenty of examples. There is no extraneous material and the rationale behind all recommendations are clearly defined. In short, the authors have created an easy-to-follow, effective blueprint for bringing your instruction online. I strongly recommend it for any first-time online and/or hybrid instructors. Dr. George Ingersoll  
Associate Dean of Hybrid Learning  
UCLA Anderson School of Management

Excellent new version of the original. The issues are clear and interesting. For everyone that has been teaching in the traditional classroom, this book shows the way to transition to an online or blend curriculum. In fact, it even helps with the continuing design of the traditional model. For the experienced online instructor, it will supply the one or two missing elements that you have been looking for. Harry Chernoff  
Professor, NYU Stern School of Business

This book cuts away the confusion around online learning to provide clear, concise and actionable steps towards creating an effective learning experience for individuals both individually and in groups. I found the discussion around designing group projects particularly useful beyond the pedagogical. Many people are routinely assigned to work on virtual teams. The person assigning to designing the project may often not have the best idea of how to go about explaining the task, clarify the needs, the goals, the responsibilities involved. It is often the case that virtual collaborations are hard because both manager and participants don't have a clear sense of how to attain useful outcomes. I would assign Chapter 6 to anyone on my team who is newly tasked with managing a virtual collaboration. The advice contained there will help avert many beginner mistakes.

• Complete • is the best word to describe the scope of this book. It covers everything from high-level rationales for designing an online course to best practices in document design. Guidelines for producing audio and video media are also included. The companion website, Essentials of Online Course Design (<http://essentialsofonlinecoursedesign.com/>), adds an extra dimension to the book, offering additional resources for deeper exploration. It's an excellent and easy-to-understand introduction for educators on how to make sense of and effectively use LMSs at their institutions. Even if not teaching online, the strategies in this book are an extension of core sound teaching principles that any instructor will be able to apply to create effective technology-enhanced teaching and learning experiences. Bancha Srikachal  
Instructional

Following-up on their inventive first edition, the authors have gone even further, exploiting advanced pedagogical strategies, providing course builders with innovative thinking on how to deliver the most advanced active-learning courses. Fully updated, the new edition offers insights on MOOCs, contrasting them with conventional digital courses. Examples are extended over a variety of new disciplines, representing business, ELS and others. Users can find fully worked out examples, resources and activities in an accompanying, robust website. A "to do" guide helps you navigate from orientation to wrapping-up. Our team is so taken by this new edition that we recommend it all our online faculty as an essential course-building partner.

Essentials of Online Course Design is an outstanding, and much needed, contribution to the scholarship of teaching and learning. Kristen Sosulski and Marjorie Vai understand and underscore how teaching online calls for an expanded skillset that does not perfectly correspond to face-to-face pedagogy, and their book is a tool for efficiently building these new competencies. While the text provides intelligent, theoretically sound principles that guide readers through online course design, its genius is in its practical, concrete tips and examples. The text is easy to read, and is itself a model of what an online course should look like. As a novice to online teaching, I found the chapter on visual design particularly rich. Of course we all understand that visual material should be accessible and engaging to students, but Vai and Sosulski show us how to achieve effective visual design in our online shell. After reading this chapter I adjusted fonts, line-lengths and page layouts in my courses. I wish I would have read Essentials of Online Course Design before beginning to teach online; it is an invaluable resource for a wide audience of teachers and learners. Dr. Rachel Corkle  
City University of New York

Kristen Sosulski and Marjorie Vai have done an excellent job presenting a comprehensive view of what it takes to make teaching and learning online successful. The work is founded on sound pedagogical research and a depth of experience applying their knowledge to practice. There are loads of useful examples and insightful hints on ways to engage learners and make the course sing. This book is super clear -- an easy and enjoyable read. It leaves one with a strong urge to jump in to a new course design project and build something exciting based on the knowledge gained from Sosulski and Vai. George Schuessler, Ph.D. Director of Academic Technology  
Teachers College, Columbia University

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