Book Reviews

Diane P. Janes, Editor

Planning, Producing, and Using Instructional Technologies (7th Edition), by Jerrold E. Kemp and Don C. Smellie. New York: Harper Collins College Publishers, 1994. ISBN O-06-500604-6, 406 pages, $47.60 (CDN).

Reviewed by John Godfreyson

Teachers and students of instructional technology will find this text is a comprehensive overview and explanation of the field. The text is in its seventh edition and the evolution has resulted in the incorporation of a discussion of learning theory as well as a brief examination of the more current computer interactive technologies.

Part One provides an overview of the role of instructional design in the learning process and the various learning theories which can be used to provide a basis for understanding the effects of good instructional design. The findings of a number of research studies are cited in a list manner to illustrate the benefits and characteristics of effective media use.

The second part of the text examines the nature of the planning to be used in incorporating instructional media in the context of learning/teaching situations. The attributes of various media are examined and guidelines are -given for the selection of media to fit specific situations. There is a short discussion of the design process, including the principle of storyboarding.

Part Three deals with fundamental production skills used in photography, graphics and sound recording. Much of this section would be useful to those wishing detailed basic technical information but would be of less use to instructors seeking information on using basic media in the instructional context. The section on graphics is well done and incorporates basic design guidelines as well as the use of computer graphics.

Part Four continues to deal with the instructional design process as it applies to the creation of printed materials, overhead projection transparencies, audio recordings, slides/multi-image presentations, video recordings/ videodiscs and computers/interactive/reactive learning technologies. The

printed materials section provides a framework for effective design. The video recording section includes a description of the basics of desktop video. The principles of computer-based instruction, flowcharting and the use of authoring systems are featured in the final chapter of this section.

The final part of this book begins with some guidelines for locating, evaluating and selecting instructional materials. This is followed by generic descriptions of the use of various types of media equipment. Checklists are provided which can be used in checking for proficiency. Integrating technologies with instruction is explained in the final chapter and short overviews containing hints for effective use of the various media are included.

Each chapter is followed by a set of review questions which help the reader test for understanding for each topic.

Unfortunately, little information is provided regarding the role and management of computer networks in schools. Nor is there any mention of the role of telecommunications in education and the increasing use of the Internet as a learning medium. It seems unfortunate that a recently published text which does a good job of being comprehensive in its approach has missed including this rapidly growing area. Students in instructional technology will require skills in both of these areas. Perhaps a separate text is required to do justice to these topics.

A few of the technologies illustrated are somewhat dated, including the photos and illustrations, and not likely to be considered important to either designers or users of instructional technology.

With the exception of the comments in the previous two paragraphs, the book is a good overall basic text for the study of instructional technology. It would fit well either as an introductory text for the training of media technicians or as a text for use in teacher training.

REVIEWER

John Godfreyson, M.Ed.(Victoria), is currently Principal of an elementary school. He has taught at all levels of the public education system. He has served as a Director of Instruction in charge of curriculum resources and has taught courses in instructional technology for the University of Victoria and Malaspina College/University. He has also served on the executive of provincial and national media associations, including AMTEC.