

CSUN[®]

CALIFORNIA
STATE UNIVERSITY
NORTHRIDGE

MASTER OF ARTS

INSTRUCTIONAL DESIGN

There Is a Better Way to Learn

- **Design professional and educational courses**
- **Design and assess instructional media for diversity, equity and inclusion**
- **Ensure wide accessibility in designs and outcomes**
- **Educate organizations on a large scale**
- **Create how-to modules**
- **Optimize learning outcomes**



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According to a new study by Global Market Insights, the eLearning market is set to reach \$375 billion by 2026.

Global Market Insights

Master of Arts in Instructional Design

Shape the future of learning.

In this fully online program, you'll learn to design, implement and assess educational programs, such as online courses, professional development seminars and walk-throughs for products and services. You'll also learn how to optimize the learning strategies of people and organizations.

In addition to practical course work, you'll explore the theoretical components of curriculum design: how and why people learn what they learn and the best ways to deliver it.

Innovative education starts here.

At CSUN, we don't just teach you how to design innovative programs. We design them ourselves.

Whether it's a new industry development or a change in technology, we provide you with the tools and insight to create and implement your own effective programs and course work.

And as you learn, faculty use their knowledge of the industry to help you leverage the program's concepts and methods into new career opportunities.

Enter a rapidly growing field.

In designing this program, we focused, from the start, on what an instructional designer would need on the job: strong technical skills, smart design principles and sound ethical judgment.

The program's innovative curriculum emphasizes these core competencies, plus many more, all aligned with emerging market demands. Course work covers a wide range of educational technologies, curriculum design capabilities, and impactful instructional strategies.



94% of instructional designers are either satisfied or very satisfied with their work-life balance.

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Why you'll love us.

➤ No templates, ever.

At CSUN, we don't fill courses. We build them, entirely from scratch, each and every time we launch a program. This leads to a unique education, with real and lasting outcomes in your career.

➤ Expert instruction and design.

Our world-class faculty design and teach all courses, helping you gain today's most in-demand skills – and bringing the industry directly to you.

➤ Group-powered learning.

When you enroll, we place you in a small, interactive group of peers from diverse organizations and industries. And from day one to graduation, you'll learn and grow together.

➤ VIP support.

As you earn your education, we'll stay with you every step of the way, offering close, personal support when and where you need it.

Why instructional design?

With the world's transition to remote learning, instructional design is in high demand. Now more than ever, these experts are needed to create virtual programs and orchestrate the shift – sometimes a very rapid one – from in-person to online education.

Considered the “architects” of the learning experience, instructional designers develop the majority of today's educational content, especially what's online. Needed by a wide range of organizations, from corporations to higher ed, instructional design is an indispensable part of how we communicate ideas and educate people.

Through instructional designers, organizations communicate policy, train employees and implement wide-scale change. Everything from private language lessons, like Rosetta Stone, to online master's programs, such as this one, is the work of instructional design.

For organizations in both education and industry, instructional design is essential. Whether it's in the office or in the classroom, clear, effective training materials are needed to teach students and employees new skills, ideas or policies.



60% of workers employed in this field have a Master's degree.

O·Net Online



Career outlook

A booming field, instructional design is a part of every major organization – whether it's a simple training session or a company-wide shift in policy. Unsurprisingly, organizations across the nation are aggressively recruiting and compensating well-educated instructional designers.

Over the last two years, the job market for instructional designers grew significantly, in both size and pay:

- 12,000+ job postings
- 10% occupational growth in the next decade
- \$85,466 average salary in the United States
- 94% job satisfaction

Top job titles in the field

- Instructional Designer
- Instructional Coordinator
- Instructional Systems Designers
- Curriculum Designer/Specialist/Developer
- E-Learning Instructional Designers
- Course Developer
- Learning Specialist
- Corporate trainer
- Instructional Technologist
- Education Coordinators





The projected percent change in employment from 2019 to 2029 for Instructional Coordinators is expected to be between 5-7% which is faster than the average.

This growth is driven primarily by an increase in online learning and improvements in the technology necessary to undertake it, with nearly 34 percent of students now taking at least one class online during the course of their education.

*National Center for
Education Statistics*

We design with you in mind.

Your future matters to us – and so does your present. That’s why our online programs, including this one, give you the maximum flexibility to continue working as you earn your degree.

And with our cohort format, you’ll progress with other students in a strong learning community. Thanks to our approach, the university’s graduate programs often produce on-time graduation rates of 85% or higher, with some exceeding 95%.

You’re ready to advance. We can help.

Understanding that working professionals have special needs, we’re committed to providing you with the highest level of technology, support and care. What you can expect:

Work-friendly scheduling – This online program will give you significant flexibility to complete course work at times and in places that work best for you.

Technical assistance – Our distance-learning team provides technical training and support before your program even begins. Available on evenings and weekends, this team can help you troubleshoot issues, access content, interact with classmates and faculty, plus much more.

In addition to premium, one-on-one support, you’ll also have:

- Interactive courses that engage you in active learning
- 24/7 library resources
- Remarkable flexibility of time and location
- Ease of communication with program faculty and colleagues



Instructional coordinators employed in California on average earn \$81,410 (top 10% of workers earn \$123,860) whereas in the United States, workers on average earn \$66,290 (and those in the top 10% earned more than \$103,790).

O-Net Online



Join our global alumni network.

When you graduate from CSUN, you join an extensive network of over 375,000 alumni – in California, across the nation and around the globe – who thrive on helping Matadors find personal and professional success.

Over two decades in online learning – and we're just getting started.

As one of the nation's early providers of online education, we possess the experience and technology to deliver courses and programs to professionals all over the world.

Each year, our online programs receive national recognition for their innovative curriculum, instruction and methods. All online curriculum is designed by the same distinguished faculty and leading practitioners as on-campus programs. This approach ensures that each course, whether on campus or online, is held to the same high standards of academic excellence and student achievement.

CSUN's award-winning online programs are developed through a strong collaboration between faculty, instructional design teams and technical professionals. This partnership creates an engaged online learning community and adds enormous flexibility to the demanding personal and professional lives of participants.

Education-technology specialists, assigned to each online program and cohort, develop strong working relationships with those enrolled. This real-world support comes from actual people on the CSUN campus, and not just at a "virtual help desk," who remain fully committed to student success from day one until graduation.

Distinction in Accreditation

California State University, Northridge is accredited by The Western Association of Schools and Colleges (WASC), a regional institutional accrediting body, recognized by the U.S. Council of Higher Education and Accreditation.



There are 12,000 unique job postings for Curriculum and Instructional Designer /Developer that required a Master's degree between April 2021-April 2022

Devlin Pack



Professionally Focused Curriculum

This master's program features a curriculum designed to meet the career development needs of midcareer professionals. The following courses have been created and sequenced to form an integrated program of study. Later courses build on earlier ones to provide a powerful, cumulative learning experience.

COURSE LIST

(9 courses, 30 units)

EDUC 604		Assessing Instructional Media through DEI & Accessibility
EDUC 602ID		Research Methods and Interpretation for Instructional Designers
EPC 610		Educational Psychology: The Science of Learning
EPC 613ID		Assessment and Evaluation of Learning
EPC 615		Systematic Instructional Design
EPC 616		Trends and Issues: An Overview of the Instructional Design Field
EPC 617		Working with Instructional Technologies for E-learning
EPC 691		Project Management for Instructional Designers
EPC 698D		Graduate Culminating Project

Course Descriptions

EDUC 604: Assessing Instructional Media through DEI & Accessibility (3 units)

In this course, students learn how to assess instructional media with the Universal Design for Learning Framework, with an emphasis on accessibility, Diversity, Equity, & Inclusion, and multiple means for instruction.

EPC 602ID: Research Methods and Interpretation for Instructional Designers (3 units)

This course provides an introduction to understanding research that promotes the interpretation of empirical evidence supporting design choices. This includes addressing basic principles advancing student ability to develop assessments and evaluations of instructional solutions.

EPC 610: Educational Psychology: The Science of Learning (3 units)

In this course students learn about theories and research regarding educational psychology, and their applications to issues in educational psychology and students' professional interests. This course explores and synthesizes theory and research in educational psychology and their implications for successful instruction, professional development, and training. Topics include development, learning, information processing, effective instruction, effective learning environments, motivation, higher level cognition, metacognition, learner characteristics, individual/group differences, and current issues in assessment and intervention of diverse learners.

EPC 613ID: Assessment and Evaluation of Learning (3 units)

This course explores the significance of learning in contrast with instruction and explores various assessment methods for evaluating learners of

all ages in academic courses, programs, training sessions, and other learning settings. Topics include: understanding the relationship between assessment and evaluation; the development of measurable educational goals, objectives, and learning outcomes; direct and indirect assessment measure applications; summative, formative, and authentic assessment development and application; educational evaluation strategies for diverse populations and settings; and effective evaluation of assessment results including the development of data-informed recommendations.

EPC 615: Systematic Instructional Design (3 units)

This course studies the principles of the systematic instructional design process as applied to the successful creation of effective learning solutions for diverse populations. The focus is applying an instructional design model to systematically create a design document and project mockup. Topics studied include needs assessment, audience analysis, task analysis, instructional objectives, sequencing, instructional strategies, development of materials, and assessment/evaluation plans.

EPC 616: Trends and Issues: An Overview of the Instructional Design Field (3 units)

This course covers the fundamentals of the field of instructional design. Topics include definition and history of the field; the purpose of instructional design theories and strategies; applications of the field in various industries and practice settings, plus current trends, issues and misconceptions in the field, as well as working on diverse teams.

EPC 617: Working with Instructional Technologies for E-learning (3 units)

In this hands-on, competency-based course, students will apply authoring tools to develop learning content in the "development" stage of instructional design. Students will use common instructional design tools to provide multiple means of representation in instruction. Topics and tools include accessibility,

Learning Management Systems, remote team collaboration, e-Learning templates, e-Learning modalities, operability, podcasts, PowerPoint for Instructional Designers, video production, interactive authoring tools, learning modules, and ePortfolios. The focus is on practical application of instructional tools and design for the public and private sectors.

EPC 691: Project Management for Instructional Designers (3 units)

This course will prepare students to manage instructional design projects. Emphasis is placed on the instructional design process within the project management cycle, training students how to lead all aspects of learning solution projects.

EPC 698D: Graduate Culminating Project (3-3 units)

This course is on the practical application of what students have learned throughout the program. The graduate project will be the production of an instructional design solution that evidences originality and independent thinking. The instructional design solution will address an identified learning/training-based need in a business, organization, educational, or community setting. The graduate project will include a comprehensive instructional design document (including developed materials and tools) that outlines an instructional problem or need, the rationale for the selected instructional design solution or solutions, a thorough explanation of the need or needs being addressed, and a plan for implementing, assessing, and evaluating an instruction-based solution. Completion and defense of the culminating experience project will include an oral defense of the project to the Graduate Project Committee, which will be comprised of three members, one of whom will serve as the committee chair. (EPC 698D is taken twice).



The occupation “Instructional Coordinators” will grow by 10% between 2020 to 2030.

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94% of employees say they would stay at a company longer if it invested in their learning and development.

*LinkedIn Learning
2020 Workplace Learning Report*



Distinguished Faculty

This master’s program is designed and taught by CSUN faculty members in collaboration with industry experts who are leaders in their areas of specialization. This blend of practitioners with outstanding CSUN faculty ensures that you will graduate with a solid academic background and be well prepared for the realities of practice in the field. Faculty bios can be read on the [Faculty web page](#).

Tracie Bosket, M.S.

Adjunct Instructor, CSUN Tseng College,
Instructional Design

Jennifer Kalfsbeek-Goetz, Ph.D.

Adjunct Instructor, CSUN Tseng College,
Instructional Design

Pete Goldschmidt, Ph.D.

Professor, Michael D. Eisner College of Education

Maria Fernandez, M.S.Ed., BCS.

Adjunct Instructor, CSUN Tseng College,
Instructional Design

Hillary Kaplowitz, Ph.D.

Adjunct Instructor, CSUN Tseng College,
Instructional Design

Daphna Ozery, Ph.D.

Adjunct Instructor, Michael D. Eisner College
of Education, Department of Educational
Psychology and Counseling



CSUN graduate programs are proud to have achieved high graduation rates with some cohorts reaching up to 90%.

The Advantages of CSUN's Approach to Supporting the Educational Success of Working Professionals

Starting a degree program is a big step, but – for working adults – the real value is in completing the program. That is why CSUN focuses on providing the outstanding student support services that ensure participants meet their educational goals and succeed in graduating. We recognize that midcareer professionals undertaking advanced professional education need to focus on their academic work to be successful in the program. This recognition prompted the development of a level of support services rare among public universities.

Students should not have to spend time trying to figure out and navigate the university's administrative systems. With that in mind, the program coordinator assigned to each cohort works with students from the point of application through graduation. This practice ensures that each student will have direct personal support with a specific person to email or call with any questions or concerns at any time during the program. Each program coordinator is also a proactive part of the cohort experience, providing ongoing information, regular reminders and consistent encouragement.

Each degree program also has an assigned academic lead. This is a faculty member with specific responsibilities for coordinating the work of the faculty teaching in the program and responding to academic questions students may have that go beyond the scope of an individual course. Participants in each cohort know their academic lead well and can take advantage of this resource for guidance whenever they face an academic challenge.

With this approach, CSUN graduate programs are proud to have achieved high graduation rates with some cohorts reaching up to 90%.



Admission to the Master of Arts in Instructional Design

To be admitted to the program, you must possess (at the time of enrollment):

- A four-year bachelor's degree from a regionally accredited institution.
- Good academic standing at the last college or university attended.
- One of the following conditions:
 - A 2.5+ GPA in a bachelor's degree program.
 - A 2.5+ GPA in the last 60 semester (90 quarter) units attempted.
 - A post-bachelor's degree earned at a regionally accredited institution and 2.5 GPA in either the undergraduate cumulative GPA or the last 60 units.

For more information, please visit [Admission Requirements](#) web page.

For More Information

(818) 210-3063

programs@csun.edu

[Learn More](#)

Statement of Nondiscrimination and Disability Services Information

CSUN does not discriminate on the basis of age, color, disability, national origin, race, religion, sex, sexual orientation or veteran status, as monitored by the Department of Labor (Office of Federal Contract Compliance) and the Department of Education, or in violation of section 504 of the Rehabilitation Act of 1973 and the regulations adopted thereunder.

If you have a disability and need accommodations, please contact the **Disability Resources and Educational Services (DRES)** office at (818) 677-2684, dres@csun.edu or the **NCOD: Deaf and Hard of Hearing Services department** at (818) 677-2054, ncod@csun.edu.