# Designing Effective Instruction

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**Designing Effective Instruction** Gary R. Morrison, Steven M. Ross, Howard K. Kalman, Jerrold E. Kemp This book includes many new, enhanced features and content. Overall, the text integrates two success stories of practicing instructional designers with a focus on the process of instructional design. The text includes stories of a relatively new designer and another with eight to ten years of experience, weaving their scenarios into the chapter narrative. Throughout the book, there are updated citations, content, and information, as well as more discussions on learning styles, examples of cognitive procedure, and explanations on sequencing from cognitive load theory.

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