



Instructional Design Frameworks and Intercultural Models

By Patricia A. Young

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The global technological marketplace has brought with it the need to address international and local target audiences. To remain competitive, companies have begun to design ICTs with a focus on generic and specialized users and learners.

Instructional Design Frameworks and Intercultural Models meets the needs of practitioners and researchers by providing frameworks for integrating culture into design. This book offers practical applications for the construction of user interfaces, products, services, and other online environments useful in the development of culture-based designs.

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Editorial Review

About the Author

Patricia A. Young, PhD is an assistant professor in Literacy Education at the University of Maryland, Baltimore County. Dr. Young earned her PhD in Education: Language, Literacy and Culture from the University of California Berkeley. She received her Master of Science degree in Education with an emphasis in Curriculum & Reading from California State University Hayward and a Bachelor of Fine Arts degree in Communication Arts with a specialization in Television Production from New York Institute of Technology. Her current research involves the implementation of the Culture Based Model as a design construct and mapping the model to a variety of interdisciplinary uses. Her research also examines the history of Instructional Design and Technologies made by and for African Americans.

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