

“Power takes the reader inside his world as an instructional designer, as he learns to navigate the slippery slope of supporting faculty in course design. Through his “cases,” Power helps us understand how to concede on the small decisions (e.g., the order in which to create the various course documents, activities, etc.) to accomplish the non-negotiables (e.g., coherence among course components; design before delivery). This book reads like a personal journal, but packs a universal punch.

*Dr. Peggy Ertmer
Professor, Educational Technology
Department of Curriculum & Instruction
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Reading this took me back to the days when I was learning how to work with subject-matter experts, add design knowledge, juggle production, and stay within budgets. I could have used this book back then. I especially liked the insights into designer reasoning about trade-offs, how hard to push, and when to take a different approach. Power’s book is very practical, and I will recommend it to many of my younger and more seasoned colleagues alike.

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