



Student Outreach Article-Writing Competition Competition Entry Packet

Congratulations on your interest in becoming published before you graduate! It is the sincere wish of the Instructional Design & Learning Special Interest Group (IDL SIG) of the STC that, if we publish your article before you graduate, it gives you an added advantage in landing a great job in instructional design or technical communication.

In this entry packet, you can find the following:

- This invitation to submit an article
- 2021 List of Topics in Instructional Design
- Student Outreach Article-Writing Competition: Frequently-Asked Questions (FAQs) about our competition
- Contributor Guidelines
- Final Checklist

With this entry packet, you have also received a Submission Form, which must accompany your article. This form can also be found on the IDL website and filled out electronically.

Please read the enclosed information carefully, and contact us with any questions.

Best of luck as you pursue the worthwhile goal of gaining recognition for your published work!



Sincerely,

Mellissa Ruryk

IDL SIG Student Outreach Chair

StudentOutreach@stcidlsig.org



2021 List of Topics in Instructional Design

Analyze

- Task analysis
- Needs assessment
- Gathering or analyzing prerequisite knowledge
- Developing a learner profile
- Adult learning theories
- Learning styles
- Cultural considerations in the development of training
- Learning environments
- Identifying prerequisites
- Determining skill hierarchies
- Performance analysis (i.e., high-level analysis of the need for training)
- Blended learning

Design

- Principles of writing objectives
- Principles of writing assessments
- Performance objectives
- Instructional methods
- Assessment methods
- Best practices in designing instructional material
- Ensuring the transfer of learning
- Engaging the reluctant learner
- Holistic vs. atomistic design of learning
- Writing use-level assessments
- Providing feedback to questions in e-learning
- Designing exploratory learning

Media Use

- Using video/audio in eLearning
- Using video/audio in instructor-led training

Implement

- Facilitating vs teaching

Develop

- Best practices for developing job aids
- Instructional strategies
- Developing simulations as training tools
- Effectiveness of simulations in training
- Use of simulations in medical training
- Storyboarding
- David Merrill's content performance matrix
- Gagne's outcomes of instruction
- Cultural considerations in the development of training
- Using games in ID
- Social media and ID
- Developing instructor-led training
- Use of media in e-learning
- Visual design of e-learning pieces
- Pros and cons of certification testing
- Rapid ID/Rapid Prototyping
- Blended learning

Evaluate

- Evaluating the effectiveness and impact of instruction
- Kirkpatrick's Evaluation Model

Theories and Models

- ARCS model of ID
- Competency models
- Bloom's Taxonomy
- Gagne's nine events of instruction
- David Merrill's content performance matrix
- Gagne's outcomes of instruction
- Adult learning theories
- Models of ID
- Distributed learning
- Flipped Classroom

E-Learning

- Sharable Content Object Reference Model (SCORM)
- Training delivery methods: Determining when e-learning is best vs. instructor-led
- Comparison of learning delivery methods
- Comparison of Learning Management Systems
- Developing simulations as training tools
- Effectiveness of simulations in training
- Use of simulations in medical training
- Readability standards for e-learning
- Usability standards for e-learning, distributed learning, or websites
- Use of media in e-learning
- Visual design in e-learning pieces
- Effective use of screen real estate
- Distance education vs. e-learning in a corporate world

The Profession of ID

- ID as an emerging profession
- ID as a science
- ID as a discipline
- ID as an art form
- ID as a process

Technology

- Instructional Management Systems
- LMS
- LCMS



Contributor Guidelines

The annual Student Outreach Article-Writing Competition is held by the Instructional Design & Learning special interest group of the Society for Technical Communication (the STC IDL SIG) twice each year (February and November). Articles submitted through November 12, 2021, are reviewed by a committee of IDL SIG member-editors in early December 2021. The Student Outreach chair notifies entrants in late January of the judges' decision regarding their article.

Please read and follow these guidelines while preparing your submission.

Your Target Audience

IDL SIG members are:

- full-time instructional designers
- technical communicators
- professors of technical communication or an instructional design-related field
- those who are curious about any aspect of instructional design (assessing the instructional need, doing stand-up training, developing e-learning pieces, evaluating training effectiveness, writing training objectives).

Also, see our list of suggested topics for a more complete picture of our readers' interests. Thus, your article can address a wide spectrum of experience.

Style and Format

- Write in a clear, informal style, avoiding jargon and acronyms. If needed, refer to:
 - [American Heritage Dictionary](#) for spelling and usage
 - [The Chicago Manual of Style](#) for punctuation and formatAnother excellent resource is Strunk and White's *Elements of Style*.
- Use the following format and order for your submission:
 - Title of the article in boldface at the top of the first page
 - Your name as author (and any co-authors)
 - If the article has previously appeared in another publication, state the name and date of that publication. Otherwise, of course, all materials submitted must be original and not plagiarized
 - Body of the text (your article)
 - Subheads within an article in **boldface**
 - Sub-subheads in *italic*. (A two-page article should not need more than three heading levels.)



- Use no more than two fonts: a single, standard business font (Arial, Times New Roman, or Calibri) in 10- to 12-point size for the body of your article and, if you desire, a single different font for headings.
- Format lists as follows:
 - Use a lead-in phrase or sentence to introduce a list.
 - Make sure lists are parallel in construction.
 - Use ordered and unordered lists appropriately. Use an ordered (numbered) list for steps in a procedure, a long list of items, or to indicate priority or sequence. Otherwise, use an unordered (bulleted) list.
- Edit and **proofread** your submission. We suggest having a writing major who wasn't involved in the article's creation do a thorough and candid proofreading. Obtaining this objective feedback should prevent embarrassing errors and a low judging score.
- Submit your article as a Microsoft Word file, single-spaced and no longer than 2,500 words. Append your last name to the filename (ex.: "SubmissionForm_Smith.pdf")

Links

Verify that all links in the article are current and correct.

Submitting Graphics (Optional)

If you submit graphics with your article, please read this section carefully.

Graphics (charts, figures, graphs, etc.)

If your article includes graphics or images, do not embed them in the Word document. Attach graphics files to the same email in which you attach your article Word document. Use a call-out in the article (such as "see Figure/Table 1") to indicate where a graphic should be inserted, and supply an appropriate caption and alt-text for the graphic.

If any single graphic is over 2MB, please contact studentoutreach@stcidlsig.org to discuss an appropriate submission method.

All graphics—screen captures, charts, graphs, photos, drawings—must be high-resolution files, as camera-ready as possible, sent separately from the article text file. The IDL SIG Student Outreach committee cannot change the quality, readability, or resolution of an image that you send. We cannot touch up or re-create your graphic. Therefore, what you submit is what appears in our newsletter. If we receive a low-quality graphic, we will ask you to send a better version or delete the graphic altogether.

Screen Captures

Provide screen capture images at the size they were created (that is, 100%). Please do not resample, enlarge, reduce, or convert them in any way. You may add callouts, arrows, numbers, and the like, in a graphics program.



Save all images with high resolution, preferably in .png, .TIFF, or .eps format.

Submitting Graphics Created in PowerPoint

If you create your graphic in PowerPoint, please supply the original PowerPoint slide.

Bibliography/Suggested Reading (Optional)

At the end of your article, you may include a bibliography (resources you consulted but did not quote) or suggested resources for further information. These resources provide readers with more detailed information about your topic. Format the list as defined in [The Chicago Manual of Style](#).

Citations & References

As with any paper, you must cite sources used in developing your article. You must also include a list of references for your sources in your article. Our requirements are somewhat different because IDeAL: Design for Learning (the SIG newsletter) is not an academic journal. Follow these guidelines:

- Do not include footnotes or endnotes.
- Do not include this style of citation in your article: “These principles have been confirmed by extensive research (Smith 1995).”
 - Instead, write “Al Smith confirmed these principles using extensive research” and include the source in the References section at the end of your article. Your sources could be Internet URLs, books (include title, page number(s), publisher, year of publication), journals, magazines, videos, etc. Include the same information for any direct quotes you include in your article.
- Do include a list of references formatted per the Chicago Manual of Style (CMOS).

Submission Email

- Submit your article as an attachment to an email addressed to studentoutreach@stcidlsig.org, together with any graphics and the submission form.
- Append your last name to the filename of the submission form (for example, “SubmissionForm_Smith.pdf”).
- Contact us to discuss using an alternative method of transmission if your submission exceeds 5MB.



SOCIETY for TECHNICAL COMMUNICATION

Instructional Design and Learning
Special Interest Group



Licensing of submitted materials



If your work is selected for inclusion in the Technical Communication Body of Knowledge (TCBOK), it will be licensed under a [Creative Commons Attribution-NonCommercial-ShareAlike 3.0 Unported License](https://creativecommons.org/licenses/by-nc-sa/3.0/deed.en_US), which STC has adopted for contributions to the TCBOK (and used here by permission).

To read the license in full, visit http://creativecommons.org/licenses/by-nc-sa/3.0/deed.en_US. By signing the submission form and sending your article to the STC IDL SIG for judging, you agree to comply with the STC copyright, licensing, and attribution agreement.

DEADLINE: Friday, November 12, 2021



Student Outreach Article-Writing Competition: Frequently-Asked Questions

Q: May I submit the same article more than once?

A: Yes, but the second submission should include improvements you made to the article since you first submitted it; it still must not exceed the maximum length requirement.

Q: May I submit an article written as part of a team project?

A: Yes. Just be sure to include the names of all team participants when submitting the article. Professors may NOT be listed as a team participant. If we select your team's article for our newsletter, up to 15 team members can receive the award. Please note that only one person should submit the article for consideration.

Q: How many STC/IDL student memberships will be awarded per year?

A: We can award up to 15 memberships per academic year.

Q: What if I submit an article and then graduate and enter employment before I am awarded a membership? Do I forfeit the award?

A: No. The cost of the student membership (\$75 as of this writing) will be applied to the STC membership of your choice.

(See www.stc.org for the various types of memberships available.) Your IDL membership will still be complimentary. You must be considered a student at the time the article is **submitted**.

Q: Do I have to choose my topic from the list of suggested topics?

A: If your topic is not on the suggested topics list, please send an email explaining your own topic idea to StudentOutreach@stcidlsig.org. If approved, you may submit your article.

Q: Do I have to be enrolled in an instructional design-related degree program?

A: No. You can be enrolled in any degree program OR an instructional design-related certificate or degree program.

Q: Who can be on the team of the article I submit?

A: Members of your team must all be undergraduate or graduate students; faculty may not collaborate.



Q: What if I have already graduated with a certificate or degree in tech comm? May I still submit an article?

A: Our program is designed to help students currently enrolled and not those who have already graduated.

Q: Why would I want or need to be a member of the Society for Technical Communication and the Instructional Design and Learning Community of Practice (IDL CoP)?

A: Technical communicators produce technical pieces explaining how to perform a task, how to do something better, and much more. Practitioners are closely aligned with professionals in instructional design because both involve showing, illustrating, teaching, and guiding users in some way. Once technical communicators have a thorough grasp of a product or skill, they are often asked to develop both technical documentation and training pieces. So being a member of both STC and the IDL SIG could be very advantageous to you in the workplace.

In addition, here are some of the benefits of an STC membership from our [membership](#) page

- Virtual communities of interests or communities of practice in which members share workplace knowledge unique to the group's focus. The IDL group is one of STC's communities of practice.
- Monthly and quarterly electronic publications that are professional, award-winning, and globally-recognized.
- A job bank that allows you to upload your résumé when looking for employment.
- Virtual networking opportunities for sharing ideas, exchanging knowledge, and advancing your career.
- Professional development opportunities such as webinars, conferences, online courses, and more.

If you still have questions about the Student Outreach Article Competition, please email StudentOutreach@stcidlsig.org.



Final Checklist

Before submitting your entry, please make sure of the following:

- You obtained pre-approval if your topic is not on the list included in the Submission Packet.
- An objective third party has proofread your article for accuracy and errors. This third party should be the best writer you know!
- You used a single, standard business font (Arial, Times New Roman, Calibri, etc.) sized 10-12 points for the body and the same or a single different font for headings.
- Your article is single-spaced and is between 1,000 and a maximum of 2,500 words (not including references or recommendations for additional reading).
- All lists are introduced with a lead-in, complete sentence and are parallel in construction, and you used numbered lists for steps in a procedure, a long list of items, or to indicate priority or sequence. Otherwise, you used an unordered (bullet) list.
- You included a references section at the end of your article that includes the following information for all non-original material and/or quotes:
 - author or editor name
 - publication source (which could be an internet URL)
 - page number(s) if applicable, and year of publication
- Any links in your article are current and correct.
- Your article is a Microsoft Word file – text only, with no embedded graphics or images (these are attached separately). You have included callouts to show where any graphics are to appear.
- Any screen captures you want included in your article have not been modified (resampled, enlarged, reduced, converted, or altered) in any way.
- You saved all images as high-resolution files in .png, .jpg, .eps or .TIFF format, unless:
 - If you created your graphic(s) in PowerPoint, supply the original PowerPoint slide(s).
- Your submission is attached to an email addressed to StudentOutreach@stcidlsig.org with these attachments:
 - your article (MS Word file)
 - any graphics or images you want integrated with your article
 - the signed and scanned Student Outreach Program Submission form
- You reviewed the STC IDL SIG Contributor Guidelines and have edited your work so it conforms to the standards outlined there.