

## Jason K McDonald

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### Education

PhD, Brigham Young University (Provo, UT), Department of Instructional Psychology & Technology, 2006.

Dissertation Title – Technology I, II, and III: Criteria for Understanding and Improving the Practice of Instructional Technology.

Major Professor: Andrew S. Gibbons

MS, Brigham Young University (Provo, UT), Department of Instructional Psychology & Technology, 2003.

Thesis Title – The Rise and Fall of Programmed Instruction: Informing Instructional Technologists Through a Study of the Past.

Major Professor: Russell T. Osguthorpe

BS Magna cum Laude, Brigham Young University (Provo, UT), Department of Sociology, 1999.

Minor: Business Management; Member: Phi Kappa Phi; Golden Key

### Publications

Slagter von Tryon, P. J., McDonald, J. K., & Hirumi, A. (2018). Preparing the next generation of instructional designers: A cross-institution faculty collaboration. *Journal of Computing in Higher Education*. doi:10.1007/s12528-018-9167-3

Matthews, M. T., Williams, G. S., Yanchar, S. C., & McDonald, J. K. (2017). Empathy in distance learning design practice. *TechTrends*, 61(5), 486-493. doi:10.1007/s11528-017-0212-2

McDonald, J.K. (2016). Embracing the danger: Accepting the implications of innovation. *Educational Technology*, 56(6), 14-17.

Hadlock, C.A., & McDonald, J. K. (2014). Design-driven innovation as seen in a worldwide, values-based curriculum. *Educational Technology*, 53(4), 15-22.

Packard, D., Campbell, P., & McDonald, J.K. (2014). A Biblical poetics for filmmakers. *Religions*, 5(2), 502-521.

McDonald, J. K., & Nielson, D.C. (2011). Scriptural principles for visual media. *The Religious Educator*, 12(3), 203-219.

McDonald, J. K. (2011). The creative spirit of design. *TechTrends*, 55(5), 53-57.

- McDonald, J. K. (2010). Resisting technological gravity: Using guiding principles for instructional design. *Educational Technology*, 50(2), 8-13.
- McDonald, J. K. (2009). Imaginative instruction: What master storytellers can teach instructional designers. *Educational Media International*, 46(2), 111-122.
- McDonald, J. K. (2008). Translate to communicate: Facilitating client understanding of design languages. In L. Botturi & S. T. Stubbs (Eds.), *Handbook of visual languages for instructional design: Theories and practices* (pp. 18-32). Hershey, PA: IGI Global.
- McDonald, J. K., & Gibbons, A. S. (2009). Technology I, II, and III: Criteria for understanding and improving the practice of instructional technology. *Educational Technology Research and Development*, 57(3), 377-392.
- McDonald, J. K., Yanchar, S. C., & Osguthorpe, R. T. (2005). Learning from programmed instruction: Examining implications for modern instructional technology. *Educational Technology Research and Development*, 53(2), 84-98.
- McDonald, J. K., & Mott, J. D. (2004, October). Best practices for supporting Blackboard. *BBMatters*, 4.
- McDonald, J. K. (2004). *Using low-threshold applications and software templates to improve efficiency in an introductory statistics course*. Unnumbered technical report, Brigham Young University (Provo, UT).

## **Presentations and Conference Proceedings**

- McDonald, J. K. (2017, November). *A framework for classifying design studio pedagogy*. Paper presented at the annual meeting of the Association for Educational Communications and Technology, Jacksonville, FL.
- Slagter von Tryon, P. J., Hirumi, A., & McDonald, J. K. (2017, November). *Preparing the next generation of instructional design leaders*. Panel discussion at the annual meeting of the Association for Educational Communications and Technology, Jacksonville, FL.
- McDonald, J. K. (2016, October). *Surviving and thriving during digital disruption*. Paper presented at the annual meeting of the Association for Educational Communications and Technology, Las Vegas, NV.
- McDonald, J. K. (2016, September). *Improving studio pedagogy: Theory and practice*. Presentation at the USU Instructional Technology and Learning Sciences seminar, Logan, UT.
- McDonald, J. K. (2016, June). *Design empathy: Case study*. Workshop presented at the annual meeting of the Instructional Design Learning Community, Salt Lake City, UT.

- McDonald, J. K. (2016, June). *Design empathy: Foundations*. Workshop presented at the annual meeting of the Instructional Design Learning Community, Salt Lake City, UT.
- McDonald, J.K. (2015, December). *Developing design discipline*. Presentation at the BYU Instructional Psychology and Technology seminar, Provo, UT.
- McDonald, J.K. (2015, March). *Uncomfortable theories*. Presentation at the BYU Instructional Psychology and Technology seminar, Provo, UT.
- Howell, S.L., Nielson, D.C., McDonald, J.K., & Seawright, L.L. (2013, November). *Working as a design professional*. Workshop presented at the annual meeting of the Instructional Design Learning Community, Salt Lake City, UT.
- McDonald, J. K. (2013, November). *Authentic storytelling*. Workshop presented at the annual meeting of the Instructional Design Learning Community, Salt Lake City, UT.
- McDonald, J.K. (2012, November). *The creative spirit of design*. Presentation at the LDS Motion Picture Studio All-Hands Seminar, Salt Lake City, UT.
- McDonald, J.K. (2012, September). *Jerusalem: The movie*. Presentation at the BYU Instructional Psychology and Technology seminar, Provo, UT.
- McDonald, J.K. (2011, June). *Using social media in instructional products*. Workshop presented at the annual meeting of the Social Technology Council. Salt Lake City, UT.
- McDonald, J.K. (2011, February). *Scriptural principles for visual media*. Presentation at the BYU Instructional Psychology and Technology seminar, Provo, UT.
- McDonald, J.K. (2011, February). *Scriptural principles for visual media*. Presentation at the LDS Motion Picture Studio All-Hands Seminar, Salt Lake City, UT.
- McDonald, J.K. (2010, December). *Imaginative instruction*. Presentation at the Northern Iowa University Instructional Technology seminar, Cedar Falls, IA.
- McDonald, J. K. (2010, October). *Resisting technological gravity: Using guiding principles for instructional design*. Paper presented at the annual meeting of the Association for Educational Communications and Technology, Anaheim, CA.
- McDonald, J. K. (2010, September). *Imagination, creation, inter-discipline: Guiding principles for HPT*. Paper presented at ISPI-Utah, Salt Lake City, UT.
- McDonald, J. K. (2010, June). *Resisting technological gravity: Using guiding principles for instructional design*. Paper presented at the 6<sup>th</sup> annual Teaching with Technology Idea Exchange, Salt Lake City, UT.

- McDonald, J.K. (2009, December). *Resisting technological gravity: Using guiding principles for instructional design*. Presentation at the BYU Instructional Psychology and Technology seminar, Provo, UT.
- McDonald, J. K. (2009, October). *Imaginative instruction: What master storytellers can teach instructional designers*. Paper presented at the annual meeting of the Association for Educational Communications and Technology, Louisville, KY.
- McDonald, J. K. (2008, September). *Imaginative instruction: What master storytellers can teach instructional designers*. Presentation at the BYU Instructional Psychology and Technology seminar, Provo, UT.
- Gibbons, A. S., & McDonald, J. K. (2008, June). *Operational principles workshop*. Workshop presented at the 4<sup>th</sup> annual Teaching with Technology Idea Exchange, Orem, UT.
- McDonald, J. K. (2008, June). *Imaginative instruction: What master storytellers can teach instructional designers*. Paper presented at the 4<sup>th</sup> annual Teaching with Technology Idea Exchange, Orem, UT.
- Singley, B. G., Hotchkiss, R. H., & McDonald, J. K. (2008, June). *Computer-based instruction for engineering education in the developing world*. Paper presented at the Conference of the American Society for Engineering Education, Pittsburg, PA.
- McDonald, J. K. (2007, October). *Technological gravity*. Paper presented at the annual meeting of the Association for Educational Communications and Technology, Anaheim, CA.
- Botturi, L., Stubbs, S. T., Derntl, M., Gibbons, A. S., Hokanson, B., McDonald, J. K., & Parrish, P. (2007, October). *Creativity and method: Exploring design languages in instructional design*. Panel discussion at the annual meeting of the Association for Educational Communications and Technology, Anaheim, CA.
- McDonald, J. K., & Rogers, P. C. (2007, September). *Principle-based design: Adjusting instructional approaches for new environments*. Paper presented at the Open Education 2007 conference, Logan, UT.
- McDonald, J. K. (2007, September). *Selecting product alternatives*. Presentation to the Salt Lake Product Management Association, Salt Lake City, UT.
- Osguthorpe, R. T., Rogers, P. C., & McDonald, J. K. (2007, April). *Raising expectations by improving instructional help*. Paper presented at the annual conference of the American Educational Research Association, Chicago, IL.
- McDonald, J. K. (2007, January). *Technological gravity*. Presentation at the Wayne State University Instructional Technology seminar, Detroit, MI.

- McDonald, J. K. (2007, January). *Technological gravity*. Presentation at the BYU Instructional Psychology and Technology seminar, Provo, UT.
- McDonald, J. K. (2006, November). *Participatory prototyping: Improving faculty participation in technology-mediated instruction*. Paper presented at the Fourth International Conference on Multimedia and Information and Communication Technologies in Education, Seville, Spain.
- Hotchkiss, R. H., McDonald, J. K., & Singley, B. G. (2006, November). *Extending sedimentation education to the developing world through instructional simulations*. Paper presented at the International Sediment Initiative (ISI) Conference, Khartoum, Sudan.
- McDonald, J. K. (2006, March). *Technology I, II, and III: Criteria for understanding and improving the practice of instructional technology*. Presentation at the BYU Instructional Psychology and Technology seminar, Provo, UT.
- McDonald, J. K. (2005, November). *Using collaborative educational tools*. Paper presented at the 2nd Annual BYU Teach-nology Conference, Provo, UT.
- McDonald, J. K. (2005, November). *A multimedia lesson on random sampling*. Presentation at the 2nd Annual BYU Teach-nology Conference, Provo, UT.
- Gibbons, A. S., McDonald, J. K. (2005, June). *Technological gravity*. Paper presented at the Global Chinese Conference on Computers in Education (GCCCE) 2005, Laie, HI.
- Granata, G. G. & McDonald, J. K. (2004, March). *Usability concerns of the Blackboard Content Management System*. Paper presented at the Annual Blackboard Users Conference, Phoenix, AZ.
- Waddoups, G. L. & McDonald, J. K. (2003, October). *Practical considerations for designing, documenting, and developing learning objects*. Presentation at the BYU Instructional Psychology and Technology seminar, Provo, UT.

## **University Teaching**

### **Undergraduate**

- Instructional Technology in Special Education
- Instructional Technology in Teaching
- Management Communications

### **Graduate**

- Advanced Instructional Design
- Design Theory
- Emerging Perspectives in Learning and Instruction
- Introduction to Instructional Design
- Instructional Simulations

- Principles of Learning
- Project Management
- Using Media for Culture Change

## University Work Experience

### **Associate Teaching Professor, Brigham Young University (Provo, UT), 2016 – Present**

Teach undergraduate and graduate courses on topics such as instructional design; learning theory, using media for culture change, and emerging issues in design fields. Oversee department internship program and perform other community outreach. Explore areas of emerging interest to the department (e.g. developing new experiences for first-year students).

### **Instructor, Brigham Young University (Provo, UT), 2004 – 2012**

Teach undergraduate and graduate courses on topics such as technology integration in public schools, learning theory, using media for culture change, and emerging issues in instructional design.

### **Instructional Design Consultant, Brigham Young University (Provo, UT), 2006 – 2007**

Consultant to academic leaders (deans, department chairs) and faculty, to help them plan learning improvements in their colleges, departments, or courses.

### **Instructional Media Center Manager, Brigham Young University (Provo, UT), 2004 – 2006**

Responsible for hiring, training, and supervising 20 – 30 part-time instructional media producers, who designed and developed educational multimedia and video projects.

### **Instructional Technologist, Brigham Young University (Provo, UT), 2002 – 2004**

Responsible for designing instructional media projects for university faculty; advised faculty members on distance education course production.

## Industry Work Experience

### **Manager of Interactive Design & Animation, LDS Motion Picture Studio (Provo, UT), 2016**

Oversaw design and production of interactive exhibits (both digital and physical). Oversaw production of 2D and 3D animation. Managed staff of senior media professionals.

### **Digital Product Director, Deseret Book Company (Salt Lake City, UT), 2013 – 2016**

Oversaw the development, sale, and evaluation of all digital products sold by Deseret Book, including the Deseret Bookshelf mobile eReader. Our flagship product, Deseret Bookshelf, is a gospel study app. Customers rate it 4.4 on the Google Play store (out of 5) and 4.5 on the Apple App store (out of 5). During my tenure the install app install base has increased by over 30%, to over 500,000.

### **Portfolio Director, LDS Publishing Services Department (Salt Lake City, UT), 2012 – 2013**

Coordinated the largest educational media portfolio for The Church of Jesus Christ of Latter-day Saints: over 100 concurrent projects and over \$20 million in annual project budgets, in almost every format (print publications, mobile app, film, interactive media, etc.). Team size fluctuated,

but averaged 20 full-time and close to 30 part-time employees (plus contractors). During my tenure I increased customer satisfaction, on-time, and on-budget delivery to over 90%, from previous levels ranging from 50 - 75%.

**Chief of Staff, LDS Media Services Department (Salt Lake City, UT), 2011 – 2012**

Consulted with organization executives on all matters related to instructional media production, including process, finance, performance improvement, innovation, creativity, instructional design, and organizational culture.

**Director, LDS Motion Picture Studio (Provo, UT), 2010 – 2011**

Oversaw production of educational and motivational films, distance learning courses, instructional media objects, satellite-based training seminars, and other interactive media. Managed staff of senior media professionals.

**Executive Producer, LDS Motion Picture Studio (Provo, UT), 2008 – 2010**

Directed concept development for large or high profile instructional media projects (300,000+ web pages, 500+ interactive objects, etc.). Supervised the creation of an innovation culture for large portfolio of instructional projects.

**Learning Design Consultant, Self-Employed, 2000 – Present**

Consulted on instructional product design with executives from for-profit, non-profit, and educational institutions. Carried out executive-level evaluations of both course and program effectiveness in all sectors.

**Training and Workshops**

Training Developer, Design Thinking for Instructional Designers Workshop, 2017

This full-day, face-to-face training taught design thinking principles to both practicing and academic instructional designers at the annual meeting of the Association for Educational Communications and Technology. I determined the training objectives, supervised material production, and conducted the workshop. Attendees left the workshop with ideas and supplementary materials that would allow them to implement the principles taught in the workshop when they returned to their jobs.

Training Developer, Jobs-to-be-done Workshop, 2015

This half-day, face-to-face training taught product developers practical skills of customer research and product evaluation. I determined the training objectives, supervised material production, and jointly conducted the workshop. Attendees left the workshop with actual product ideas and features based on real customer research, that could be put into development and released in the following months.

Training Developer, Creativity Seminar, 2012-2013

This weekly, face-to-face seminar was designed for instructional product developers to stay current on techniques of creativity. Each week I chose an objective, researched background readings, and developed discussion topics to help attendees immediately put the ideas into practice. Attendees consistently reported using the topics we discussed in

their daily practice, and found the seminar valuable enough to publicize it to their associates.

#### Training Developer, Program Manager On-boarding, 2007-2008

This self-study on-boarding process trained new program managers on organization-specific processes and policies. I wrote all training objectives, researched background readings, and developed all training materials. The training decreased the on-boarding process for new hires by over 25%.

#### Training Developer, Personal Tech Training, 2005

This half-day, face-to-face training helped university faculty how to embed simple instructional technologies in their courses. I determined all training objectives, wrote all instructional material, supervised material production, and trained all other trainers. Over 40 faculty members participated, all of whom reported this training to be of practical and useful benefit to help them improve their teaching.

#### Training Developer, University Course Redesign Workshop, 2004

This face-to-face workshop helped university faculty apply common instructional design principles in their courses, without abandoning effective practices or materials they may have already developed. I determined all training objectives, wrote over half of the training material and supervised the writing of other training material, and trained all other trainers. Attendees of this workshop reported it was superior to other instructional design workshops because of the focus on using as much existing material as possible, and because of the training philosophy that attendees could apply sound instructional design principles without abandoning all of their traditional practices.

#### Training Developer and Supervisor, Center for Instructional Design Technology Products, 2004 – 2006

The Center for Instructional Design offered training on a suite of educational technology products, including Blackboard, Macromedia and Adobe web development products, and Adobe graphic design products. For the time specified, I determined the high-level training strategy and provided final approval for all training materials developed under that strategy. I also supervised the production of all training materials, and trained all additional trainers who would be assisting faculty members with these products.

### **Awards and Grants**

Best Zone Paper 2008, *Computer-based instruction for engineering education in the developing world*. Paper presented at the Conference of the American Society for Engineering Education Conference, Pittsburg, PA.

Research Grant 2007, An Examination of Instructional Designers' Views and Uses of Theory, Team member led by Dr. Stephen Yanchar, McKay School of Education at Brigham Young University.

Teaching with Technology Faculty Fellowship 2003, Redesign of Introductory Statistics Courses, Co-investigator with Dr. Sterling Hilton, Center for Instructional Design.



## **Professional Consulting (Sample Clients)**

Online Course and Multimedia Designers, LDS Business College, 2017

I worked with LDSBC to develop a course on hospitality and tourism management. The course also created the instructional and graphic style guides for four other courses that were packaged together into a HTM certificate. During this engagement I also consulted with LDSBC and staff at BYU Idaho on using instructional media in the developing world.

Educational Consultant, Artifex Acroaticus Academiae, 2016

Artifex Acroaticus Academiae is a Utah-based philosophical society that asked for some help developing educational programs. I developed a proposal for them that described a sequence of lectures, discussions, and other instructional activities to help them reach their goal of promoting dialogue and debate among their members.

Creative Consultant, FamilySearch Discovery Center, 2013

I worked with FamilySearch to generate concepts for an informal, museum-like experience called a Discovery Center, that allows visitors to explore their personal family history.

Instructional Website Evaluator, Deseret Book, 2011

The Deseret Book Company hired me to evaluate the usability and potential effectiveness of their instructional strategies for a new “learning-centered” website they were launching to accompany their line of motivational, educational, and inspirational books.

Instructional Design Consultant, Nature’s Sunshine, Inc., 2007 – 2009

I advised senior management on online training practices. I identified strategies to improve existing online training modules. I analyzed audience and business needs to strategically plan for new module development.

Instructional Designer, Agilix Labs, Inc., 2006

I analyzed processes to support an online community of leisure activity hobbyists. I identified potential tools or strategies to facilitate community members sharing information or resources in a mutually-beneficial manner.

Online Course Evaluator, Monterey Institute for Technology and Education, 2004 – 2009

I evaluated high school and university courses for the MITE’s Online Course Evaluation Project, which provided information to the distance education community regarding the instructional and technological quality of their offerings. During the course of my work I evaluated over 30 courses for this project.

Online Course Evaluator, Industrial Training Zone, 2004

ITZ develops online courses to train industrial workers in topics related to hydraulics, pneumatics, mechanics, and electrical systems. The company hired me to evaluate the effectiveness of their overarching instructional strategies, which were used in all of their offered courses. The results of my evaluation were used to direct the work of the first full-time instructional designers hired by the company.

Efficiency Consultant, LDS Foundation, 2002

The LDS Foundation solicits and manages donations for all subsidiaries of The Church of Jesus Christ of Latter-day Saints, including Brigham Young University. The organization asked me to review the efficiency of their trust donation process, which resulted in a streamlined procedure and simpler donation forms.

Instructional Designer, Millennium Tax Preparation, 2000

The company produced instructional guides for help individuals properly prepare their U.S. tax returns. They hired me to conduct a quality review the instructional objectives, content, and assessment instruments created by another team of instructional designers. Where necessary, I also rewrote objectives, content, or assessment items.

## **Professional Associations**

American Society for Training and Development

Association for Educational Communications and Technology

International Society of the Learning Sciences

## **Service**

### **Brigham Young University, Provo, UT**

Program Coordinator, Department of Instructional Psychology & Technology Design Thinking Minor, 2017 – Present

Student advising, program marketing, general administration, as well as working with cross-department partners to oversee the program and its growth.

Member, Department of Instructional Psychology & Technology Curriculum Committee, 2016 – Present

Reviewing curriculum and course proposals, changes, etc. for the department of IP&T.

Member, School of Education Technology Committee, 2006 – 2007

This committee reviewed technology and instructional media use in the School of Education. As a committee member I participated in policy discussions, researched potential services, and performed other duties as assigned.

Member, Teach-nology Expo Organizing Committee, 2004 – 2005

The BYU Teach-nology Expo was a local, instructional technology, conference for university faculty. As a member of the organizing committee, I recruited presenters, trained conference staff, coordinated technology use, and performed other duties as assigned.

Member, Learning Management System Policy Committee, 2002 – 2005

This committee recommended policies and considered exceptions to policies for Blackboard usage at Brigham Young University's Provo, UT and Laie, HI campuses. As a committee member I drafted policy statements, explained policies to faculty members and administrators, and performed other duties as assigned.

Chair, Center for Instructional Design Hiring Committee, 2003

The university's Center for Instructional Design is responsible for developing instructional media for all full- and part-time faculty members. I chaired the search committee for a new instructional designer in the fall of 2003, by composing the search committee, screening applicants, directing the interview process, and recommending a final candidate for hire.

### **Professional Service**

Judge, AECT/ PacifiCorp Design Competition

Reviewer, *Educational Media International*

Reviewer, *Educational Technology Research & Development*

Reviewer, *International Journal of Designs for Learning*

Reviewer, *TechTrends*

### **Community Service**

Outreach coordinator, Provo, UT, 2015 - Present

I volunteer with local fraternal organizations to help them improve their websites, search engine optimization, and social media advertising, awareness, and outreach. I also advise them more generally on raising awareness of their activities in the local communities.

Emergency preparedness coordinator, Spanish Fork, UT, 2008 - 2011

I chaired a committee to help plan local response to potential emergencies in the community such as earthquake, flood, chemical spill, or other widespread disaster.

Blood drive coordinator, Spanish Fork, UT, 2007 - 2011

I organized a small team to host blood drives for my local neighborhood, held once every four months.

Volunteer leader and instructor, The Church of Jesus Christ of Latter-day Saints, 1996 - present

As a member of the church I regularly teach classes and perform a wide variety of leadership functions such as planning congregational activities, leading meetings, and visiting church members in their homes. Service is given consistently throughout the week. I recently completed service as the leader of a local congregation of approximately 600 church members.

### **Research Interests**

- Reflective practice for designers
- Creativity in the instructional design process
- Principles that help instructional designers remain focused on the goals and intents of innovative instructional strategies
- Diffusion of innovations
- Design-based research
- The philosophy and history of instructional design
- The role of narrative in instruction and learning

- Critical thinking about instructional design practices
- Design-driven innovation for instructional design