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Designing Effective Instruction has 147 ratings and 18 reviews. This valuable resource provides instructional designers with the guidance they need to meet...The objectives offer a sort of map for designing the instruction (Morrison et al., 2010). Content Sequencing Arrange content in a logical order for effective learning.

Designing Effective Instruction (4 th Edition). (2003). Book by Gary R. Morrison, Steven M. Ross, Jerrold E. Kemp. Reivew by Anita L. Carter. Jossey-Bass. 464 pp., \$88.95, (paperback). ISBN (2003). Book by Gary R. Morrison, Steven M. Ross, Jerrold E. Kemp. Reivew by Anita L. Carter.