

01252

**POST GRADUATE DIPLOMA IN DISTANCE
EDUCATION**

Term-End Examination

June, 2011

**ES-312 : DESIGN AND DEVELOPMENT OF
SELF-LEARNING MATERIALS**

Time : 3 hours

Maximum Weightage : 75%

Note : (i) Attempt all the three questions.

(ii) All the three questions carry equal marks.

1. Answer *any one* of the following questions in about **1200** words :

Discuss the implications of theories of learning and communication for designing self - learning print materials.

OR

List the criteria for selecting and ordering content in distance education print materials. Give suitable examples and illustrations to support your answer.

2. Answer *any four* of the following in about **300** words each :

- (a) Write the factors for selecting media in distance education.
- (b) Explain the different methods of production of printed course materials for mass distribution in distance education.
- (c) Describe the process of collecting systematic feedback from distance learners for revising a course.
- (d) Enumerate at least four bench marks of quality assurance in distance teaching print materials.
- (e) What is meant by a "Course Team" in the context of distance education ? Write briefly the need of course teams in distance education.
- (f) State the importance of presentation of graphics in self - learning text materials. Suggest a few guidelines to use graphics in text materials.

3. Answer the following in about **1200** words.

Consider yourself a writer of self learning print materials for distance learners. Prepare a unit of about 1200 words on a theme of your choice. Identify the theme and the level of target group and mention them before you write the unit. Your unit should have all the features of self - learning print materials.