Briggs Model (1977)

Leslie Briggs was an important scholar in the instructional design field. He is known for the thoroughness with which he pursued the study of each step, especially media selection. Figure 3.4 presents his 1977 model.

Note that the Briggs 1977 model differs in its emphasis on planning for diffusion of the innovation, or in other words, preparing for the adoption and maintenance of the instructional program.

His model works very well for program or course design. The suitability to school settings is revealed in the steps where attention is given to adapting instruction to students and providing remedial programs. If you invest the time to follow Briggs's prescriptions, the model is effective. Overall, the model presents an approach to program development that has been tested and works well.

Figure 3.4 Briggs 1977 Model