

Linda Lohr,  
Ed.D.  
Professor Emerita  
970 373 9021  
llohrr@rmcad.edu

Associate Dean Curriculum & Assessment  
**Rocky Mountain College of Art & Design**

201 Robinson Hall  
1600 Pierce Street  
Lakewood, Colorado 80214

**Education**

Ed.D. 1993, University of Memphis, Curriculum and Instruction,  
Instructional Design Emphasis

M.S. 1982. Texas Women's University: Consumer Science, Computer  
Science Minor

**Career Highlights**

B.S. with distinction, 1978. Colorado State University, Education  
April 2014 – current, *Associate Dean Curriculum and Assessment*, Rocky  
Mountain College of Art and Design

1997 – 2014. *Professor*, Instructional Design and Technology, University  
of Northern Colorado. *Multimedia learning consultant* for Apprion  
Inc, Savant Learning, EduSys.

1986 – 1992. *Research assistant/managing editor, teaching assistant*  
Center for Research and Educational Policy, University of Memphis.

1993 – 1997 *Business consultant/multimedia training and assessment  
design* (MCI, DEC, HP, Horizon Interactive Consulting, Help Desk  
Institute, Geisman Consulting, and more)

1979 – 1982. *Middle school teacher*, Salida Public Schools; Lexington,  
MA public schools

**Professional  
Highlights**

**Textbook author**

Instructional Design for Visual Learning Environments, 2014  
Creating Graphics for Learning: Lessons in Visual Literacy, Second  
Edition (Chinese translation), 2009 (Book has been translated into  
semester-long course offered by Savant Learning).

**Visiting scholar, Taiwan University, 2010**

Editorial Board, Educational Technology Research & Development,  
International Journal of Designs for Learning

**Scholarly publications**

31 Juried articles and book chapters

29 juried proceedings and presentations

**Dissertations** served over 30, chaired approximately 17

**SBIR Grant Recipient** (Principal Investigator)

**Educational Technology doctoral student careers:**

3 Deans (Regis, RMCAD, US Navy);  
22 University professors (1 Air Force Academy, 1 Ithaca College, 1 Kuwait University, 1 Metro State University, 1 University of Colorado, 1 University of Virginia, 2 Regis University, 1 Rocky Mountain College of Art and Design, 1 University of California – LA, 1 University of Northern Arizona, 5 Saudi Arabia Universities, 5 Taiwan Universities, 1 Thailand University)  
3 K12 District Directors of Technology  
7 Instructional Designers in University Centers for Learning  
1 Director of Learning, Microsoft  
1 Department chair, Front Range Community College

**Juried journal articles, textbooks, and book chapters**

- Lohr, L. (in press). Multimedia image design, in Spector, M. ed., *Educational Technology Encyclopedia*, Sage Publications.
- Lohr, L. (2011). Aligning objectives, in Shank, P. *The Online Learning Idea Book: Proven Ways to Enhance Technology-Based and Blended Learning*. San Francisco: CA, Pfeiffer, 8 – 11.
- Brown, L. A., Lohr, L. L., Gall, J. E., & Ursyn, A. (2013). Where is the Design in Instructional Design? The Role of Visual Aesthetics in the Field. In *Educational Media and Technology Yearbook* (pp. 7-25). Springer New York
- Yeh, H.T. & Lohr, L. (2011). Towards evidence of visual literacy: Assessing pre-service teachers' perceptions of instructional visuals. *Journal of Visual Literacy*, 29(2).
- Lohr, L., & Ursyn, A. (2011). Visualizing the instructional design process. *Design Principles and Practices, An International Journal*, Volume 4.
- Lohr, L., & Ursyn, A. (2011) Pretenders versus Misleaders in Product Design. *Design Principles and Practices, An International Journal*, Volume 4.
- Lohr, L. (2009). *Creating Visuals for Learning and Performance: Lessons in Visual Literacy*, Chinese Edition, Cleveland: OH, Prentice-Hall.

- Lohr, L., Eastham, N., and Kendrick, D. (2009). Constructivist strategies to optimize four levels of interaction in a distributive learning environment: A case study. In Payne, C. Ed., *Information Technology and Constructivism in Higher Education*. Hershey, PA: IGI Global.
- Lohr, L. (2008). *Creating Visuals for Learning and Performance: Lessons in Visual Literacy*, 2nd Edition, Cleveland: OH, Prentice-Hall.
- Lohr, L., & Gall, J. (2008). Presentation Strategies. In Spector M., Merrill D., and Driscoll, M., (Eds), 3rd edition. *Handbook of Research on Educational Communications and Technology*.
- Lohr, L. (2007). Ideas for creative media: Visual Ideas. In Shank, P., ed., *The online learning idea book: 95 proven ways to enhance technology-based and blended learning*. (pp. 298 - 300). San Francisco: John Wiley and Sons, Inc.
- Lohr, L., Falvo, D., Hunt, E. & Johnson, B. (2007). Improving the usability of web learning through template modification. In Kahn, B. ed., *Flexible learning*. Educational Technology Publications.
- Lohr, L., Miller, K., & Winiecki, D. (2006). Using narrative strategies to increase interactivity in an on-line learning environment. In (Sunal, C., Wilson E., & Wright, V., eds.) *Research on enhancing interactivity in online learning*. Info Age Publishing.
- Ku, H-Y., Cheng, Y-C., & Lohr, L. (2006). The cultivation of group collaboration in web-based learning environments. In M. Orey., V.J., McClendon, & R. B.Branch (Ed.), *Educational Media and Technology Yearbook* (pp127-138).Libraries Unlimited.
- Lohr, L. & Summers, L. (2006). Catherine Nelson. In P. Ertmer and J. Quinn's (Eds.), 2nd edition, *The ID casebook: Case studies in instructional design*, Cleveland: OH, Prentice-Hall, p. 158-165.

- MacDonald, L., Liu, P., Lowell, K., Tsai, H., & Lohr, L. (2004, September/October). Graduate Student Perspectives on the Development of Electronic Portfolios. *TechTrends*.
- Tsai, H., Lowell, K., Liu, P., MacDonald, L., & Lohr, L. (2004, September/October). Graduate Student Perspectives on the Development of Electronic Portfolios, Part 2. *TechTrends*.
- Lohr, L., Javeri, M., Mahoney, C., Gall, J., Lee, K., & Strongin, D. (2003). Using rapid application development to improve the usability of a pre-service teacher technology course. *Educational Technology Research and Development (ETR&D)*, 51(2).
- Lohr, L. & Ku, H-Y. (2003). Development of a web-based template for active learning. *The Quarterly Review of Distance Education*, 4(3), 213-226.
- Ferguson-Pabst, D., Persichette, K., Lohr, L., & Pearman, B. (2003). An analysis of the influence of gender, grade level, and teacher on the selection of mathematics software by intermediate students. *Information Technology in Childhood Education*, 5-27.
- Ku, H-Y, & Lohr, L. (2003). A case study on Asian students' attitudes toward their first on-line learning experience. *Educational Technology Research and Development (ETR&D)*, 51(3), 95-102.
- Roberts, S., Conn, C., Lohr, L., Hunt, E., & Duffy, A. (2003). Not another ID model. *TechTrends*, 47(4), 15-20.
- Lohr, L. (2003). *Creating Visuals for Learning and Performance: Lessons in Visual Literacy*, Cleveland: OH, Prentice-Hall.
- Lohr, L. & Summers, L. (2003). Catherine Nelson. In P. Ertmer and J. Quinn's (Eds.), *The ID casebook: Case studies in instructional design*, Cleveland: OH, Prentice-Hall, p. 158-165.
- Summers, L., Lohr, L. & O'Neil, C. (2002). Building instructional design credibility through communication competency. *Tech Trends*, 46 (1), 26-32.
- Lohr, L. (2001) Designing and developing an instructional interface. *Journal of Visual Literacy*, 21 (2), 31-60.

Lohr, L. & Eikleberry, C. (2001). Learner-centered usability: Tools for creating a learner-friendly instructional environment. *Performance Improvement*, 40(4), 24-27. (also published in Spanish)

Villachica, S. W., Lohr, L. L., Summers, L., Lowell, N., Roberts, S., Javeri, M., ... & Conn, C. (2001). A Cognitive Map of Human Performance Technology: A Study of Domain Expertise.

Lohr, L. (2000). Designing the instructional interface. *Computers in Human Behavior*. 16(2), 161-182.

Lohr, L. (2000). Three perceptual principles for instructional interface design. *Educational Technology*. XL (1), 45-52.

Lohr, L., Ross, S.M., & Morrison, G.R. (1995). Using a hypertext environment for teaching process writing: An evaluation study of three student groups, *Educational Technology Research and Development*, 43(2), 33-50.

Ross, S.M., Smith, L.J., Lohr, L., & McNelis, M. Changes in classroom instruction as a function of student ability and subject: An observational study of tracked first grade classes *Elementary School Journal*, 1995, 95(2).

**Self-published**

Lohr, L. (2014). *Instructional Design for Visual Learning Environments*.

**Juried proceedings**

Ku, Cheng, Lohr, (2006). Cultivation of Group Collaboration in Web-Based Learning Environments. Educational Media Yearbook Educational Media and Technology Yearbook Vol. 31 edited by Michael Orey, V. J. McClendon, and Robert M. Branch.

Ku, Heng-Yu, Lohr, L., & Cheng, Y. (2004). Collaborative Learning Experiences in On-Line Instructional Design Courses, Proceedings of the Association of Educational Communications and Technology, AECT, Chicago. (2004, October).

Harter, C., Lohr, L. (2005.) Visual literacy development and understanding for middle school students. Proceedings of the Association of Educational Communications and Technology, AECT, Chicago. (2004, October).

Roberts, S., Rial A., Gall, J., Lohr, L., Hunt, E., & Falvo, D. Redundancy and contiguity: A pilot study on the promises of cognitive load and

dual coding for instructional materials design, Proceedings of the Association of Educational Communications and Technology, AECT, Chicago. (2004, October).

Conn, C., Roberts, S., & Lohr, L. Conducting a Qualitative Cost-Benefit Analysis: Determining Whether to Migrate to Blackboard, Proceedings of the Association of Educational Communications and Technology, AECT, Chicago. (2004, October).

Ku, H-Y, Lohr, L., Yang, L. (2003). Lessons learned from teaching an on-line course in instructional design. Proceedings of the Society for Information Technology and Teacher Education (SITE), Albuquerque, NM.

Ku, H-Y & Lohr, L. (2003). A case study on international students' attitude towards their first on-line learning experience. Proceedings of the International Conference of the Association for Educational Communications and Technology (AECT), Dallas, TX.

Lohr, L., Roberts, S., and Gall, J. (2003). The promise of memory research for instructional visuals design. Proceedings of the 2003 International Visual Literacy Conference.

Roberts, S., Gall, J., Lohr, L. (2003). Redundancy and contiguity: A pilot study on the promises of cognitive load and dual coding for instructional materials design. Proceedings of the 2003 International Visual Literacy Conference.

Lohr, L. & Dobrovolny, J. (2002). Teaching instructional typography. Selected Readings from the Annual Conference of the International Visual Literacy Association, Breckenridge, CO.

Dobrovolny, J. & Lohr, L., (2002). A collaborative approach to teaching instructional message design. Selected Readings from the Annual Conference of the International Visual Literacy Association, Breckenridge, CO.

Lohr, L. & The HPT Research Group (Villichica, S., Hunt, E., Javeri, M., Lowell, N., Mahoney, C., Roberts, S., Roberts, S., Summers, L, & Conn, C.) (2001). Analysis of skills needed for human performance technologists. Selected readings from the Research and Theory section of the Association for Educational Communications and Technology. Atlanta, GA.

- Lohr, L. (2001) A principles, tools, and actions approach to teaching visual design. *Visual Literacy in an information age: Selected Readings from the Annual Conference of the International Visual Literacy Association*, Ames, Iowa.
- Lohr, L, Javeri, M., Mahoney, C., Strongin, D., & Gall, J. (2001). Rapid application development of a self-paced pre-service teacher technology course. Selected readings from the Research and Theory section of the Association for Educational Communications and Technology.
- Lohr, L. (1999). \*Development of a procedure for GUI design. In R.E. Griffin, W. J. Gibbs, & B. Wiegmann, (Eds.) *Visual Literacy in an information age: Selected Readings from the Annual Conference of the International Visual Literacy Association*, Athens, October 21-24, 225-233. (Received honorable mention)
- Lohr, L. (1998). Using ADDIE to design a Web-based training interface. In S. McNeil, J.D. Price, S. Boger-Mehall, B. Robin, & J. Willis (Eds.), *Society for Information Technology and Teacher Education Proceedings of SITE 98*, Charlottesville, VA: Association for the Advancement of Computing in Education, Vol. 1, p. 440-443.
- Lohr, L., Ross, S.M., & Morrison, G.R. (1996) Using a hypertext environment for teaching process writing: An evaluation study of three student groups, Selected readings from the Research and Theory section of the Association for Educational Communications and Technology.
- Lohr, L. Development of a classroom observation assessment instrument, Selected readings from the Mid-South American Educational Research Association annual meeting, Lexington. (1990).
- Lohr, L. Teacher descriptors in at-risk classrooms: A qualitative study, Selected readings from the Mid-South American Educational Research Association annual meeting, Lexington. (1990)
- Brown, L., Ogbonaya, A., & Lohr, L. (2013, June). Digital stories: Three Perspectives. Paper presented at EdMedia International Conference, Victoria, Canada. Round table.

**Juried  
presentation,  
poster sessions, &  
round tables.**

- Gall, J. & Lohr, L. Universal Design Isn't. Paper presented at EdMedia International Conference, Victoria Canada. Round-table.
- Lohr, L., Alamansour, N., Bey, A., & Helms, S. (December 2005). Assessment of International Student Application Process. Graduate Student Perspectives on the Development of Electronic Portfolios. Paper presented at the University of Northern Colorado Research Day, Greeley, Colorado.
- Lowell, K., MacDonald, L., Liu, P., Tsai, H., & Lohr, L. (2003, April 2003). Graduate Student Perspectives on the Development of Electronic Portfolios. Paper presented at the University of Northern Colorado Research Day, Greeley, Colorado.
- Roberts, S., Conn, C., Duffy, A., Hunt, E., Lohr, L., Lowell, N., and Reid, S. A (2002. )meta model for human performance technology. UNC Research Day, Greeley, CO.
- Hunt, E., Lohr, L., Klumker, D., & Tsai, H. (2000) The art of instructional design. AECT, Denver.
- Summers, L, Lohr, L., & O'Neil, C. (2000). Communication skills for instructional designers. AECT, Denver.
- Lohr, L., Murry, B. Development of a R.E.A.L. Template. (1999). UNC Graduate Research Day, Greeley, CO.
- Shoenfeld, R., Lohr, L. (1998) Development of a case-based chemistry who dunnit. Regional Chemistry Educators Conference, Colorado Springs, CO.
- Lohr, L. (1992.) Redesign of software: the transformation function of instructional design, Showcase poster at the annual meeting of the Association for Educational Communications and Technology. Washington, DC.

### **Creative Works**

Savant Learning, Semester-long graduate level course titled Visual Instructional Design (8 hours of video instruction, 120 hours computer-based training units covering perception principles of selection, organization, and integration; tools and actions including color, typography, contrast, alignment, repetition, proximity,

Sabbatical research project: 15 illustrations of toddler emotion and actions <http://www.lindalohr.com/Sabbatical/sabbatical/index.html>



[Three Best Practices for Online Educators, Taiwan Visiting Scholar Presentation](#)

Visual Instructional Design for [Savant Software](#) (8 hours of deliverable instruction, video and self-paced instruction)

- Visual Literacy and The Design Process
- Instructional Design Theory and Graphics
- Contrast, Alignment, Repetition and Proximity, Type, and Tufte
- Color and the Selection Perception Principle
- The Organization Perception Principle
- The Integration Perception Principle and Creating Gestalt

[Visualizing the Instructional Design Process Poster](#) (in The Doodle Revolution Showcase.

**Non-juried  
technical reports  
and manuals**

Lohr, L & Gall. J., (2006). The EDUSS Framework for Effective Learning System Design, Requirements and Applications. EDUSS internal publication.

Lohr, L. Qualitative Assessment of UNC Faculty Needs Assessment (March 2005).

Lohr, L. Soft Skills in Instructional Design. The Criterion. (December, 1999).

Lohr, L. Assessment of instructional interface. Teach.com. (1999)

Lohr, L. Computer based training needs assessment: POWERCOM-2000. (1997)

Lohr, L. Training/CBT process flows: POWERCOM-2000. (1997)

Lohr, L., Welsh, R. Horizon USS EPSS learner analysis and design document: MCI.(1996)

Ross, S.M., Smith L.J., Lohr, L., & McNelis, M., Nunnery, J., & Rich, L. Final report: 1991

Classroom observation study in Memphis. Memphis: Memphis State University, Center for Excellence in Research in Educational Policy (1991).

Ross, S.M., Smith L.J., Crawford, A., Nunnery, J., Eck, L., Lohr, L., & Faulks, A. Final report: 1991 Success For All program in Memphis.

Memphis: Memphis State University, Center for Excellence in Research in Educational Policy (1991).

Lohr, L., Eastham, N. Instructional Design [Scholar in Residence project](#)

Lohr, L. Educational Technology Department Orientation Manual

Lohr, L., Helms, S. IGC operator's manual: Sport's Management Institute. (1992)

Lohr, L. Classroom observation coding manual: Center for Research in Educational Policy. (1991)

Lohr, L. Introduction to EDT and VMS. VAX quick guide. SPSS-X quick guide: Academic Computing, University of Memphis. (1990)

Lohr, L. AUTOCAD Scale factor conversions: Facilities planning, University of Memphis. (1989). CD-ROM/Web site

Lohr, L., Roberts, S., Parsons, Wooster, D., C., Ferguson, D. Mahoney C., Hunt, E., Reid,

S., Lowell, N., Shoenfeld-Tacher, R. Alkehezzi, F. Instructional Typography. (2000) <http://www.hyperformer.com/Typography>.

Summers, L., & Lohr, L. Educational technology corporate program web site. <http://www.edtech.unco.edu/lohr2/mynewweb/corporate/>

Lohr, L., Quan, R., and Gibbs, D. Dealer, distributor and manufacturer sales demo: POWERCOM-2000. (1997)

Lohr, L., Welsch, R. Storage management CBT: Digital Equipment Company. (1996)

Lohr, L. Network basics: El Paso School District 11. (1996)

Lohr, L., Reefer, M. Dialer training CBT: Telephone Express. (1995)

Lohr, L., Rutherford, B. Hazardous waste training: Schuller.

Rutherford, B., Lohr, L. Policies and procedures: Teletech. (1995)

Lohr, L. Multimedia opening session, 1993 International Help Desk Conference: Ziff Technology group. (1993)

### **Electronic Performance Support**

- Bernard, J. M., & Lohr, L. Print and Electronic Resources. Center for the Enhancement of Teaching and Learning. (2006).
- Bey, A., & Lohr, L. Universal Fonts. Center for the Enhancement of Teaching and Learning. (2006).
- Rossi, C., & Lohr, L. The 5 E Learning Cycle: How to Plan for Student Inquiry in Online Instruction. (2006).
- Lohr, L. Creating Good Discussions Online. Center for the Enhancement of Teaching and Learning (2006).
- Lohr, L. Creating Graphics For Learning and Performance Web Site. (Prentice-Hall). (2002)
- Lohr, L., Welsch, R., Elder, M. Horizon USS Gateway: MCI. (1997)
- Lohr, L. Logic analyzer on-line help: Hewlett Packard. (1994)
- Lohr, L. International help desk conference kiosk: Ziff Technology Group. (1993)

### **Video training programs**

- Lohr, L. Title VII: Boston Market. (1997)
- Lohr, L., Etchison, J. Team building: Help Desk University. Ziff Technology Group. (1994)
- Lohr, L., Etchison, J. Customer service skills: Help Desk University. Ziff Technology Group. (1994)
- Lohr, L., & Etchison, J. Communication

### **Professional Experience**

**April 1, 2014 -  
Current  
1997 - 2014**

Associate Dean, Curriculum & Assessment, Rocky Mountain College of Art and Design  
Professor, Instructional Design and Technology, University of Northern Colorado. Currently Professor Emerita

#### **Consulting**

2012 Consulting: Savant Learning, Pearson Education (Visual interface design)  
2008/2009 Aprion literacy project  
2006 EDUSS White Paper

**1993 - 1997**

Business consultant, instructional design, multimedia CBT design, and needs assessments: Teach.com, Millennium Learning (SUN, Boston Market, Shell Oil, Safeway); Briggs & Stratton; Horizon Interactive ( MCI, Telephone Express, DEC, HP, Schuller, Teletech); Lohr Associates (Coletta & Company.); Ziff Technology, Help Desk International; Powercom 2000

**1988 - 1993**

University of Memphis, doctoral student. Managing editor, Educational

	Technology, Research, and Development; Adjunct faculty
<b>1988 - 1988</b>	Home Office Reference Lab, Training Lead.
<b>1986 - 1988</b>	University Specialist, University of Missouri, Kansas City.
<b>1984 - 1986</b>	Avilla College, Computer Science Faculty
<b>1981 - 1984</b>	Texas Woman's University, graduate assistant. IBM internship as technical troubleshooter.
<b>1979 - 1981</b>	Lexington Public Schools, Junior High Teacher
<b>1978 - 1979</b>	Salida, CO Public Schools, Junior High Teacher
<b>Service Activity</b>	
<b>2012 - present</b>	International Journal of Designs for Learning Editorial Board Member
<b>1993 - present</b>	Educational Technology Research and Development, Consulting Editor, Editorial Board (2001 – 2003); Book Reviews Editor (
<b>2000 - 2004</b>	Front Range Chapter of : ISPI Vice President of Evaluation (2002 – 2004); Vice President of Technology (2000 – 2002)
<b>1997 - 2014</b>	Variety of University Service roles: <ul style="list-style-type: none"> <li>• Invited speaker, Fall TA training (2011, 2012)</li> <li>• Center for enhancement of teaching and learning, scholar in residence</li> <li>• Visiting Scholar, Taiwan Univeristy</li> <li>• Sponsor of visiting scholar Mars Chen</li> <li>• Nursing program invited speaker</li> <li>• Graduate school application guidelines design (with Agnes Bey, Samuel Helms, Nara Alamonsour, Brian Young)</li> <li>• COE evaluations committee</li> <li>• Presidents task force needs assessment which established the Center for Enhancement of Teaching and Learning</li> <li>• Created online MA Educational Technology degree program</li> <li>• Educational Technology Department Chair (doubled MA program in one year)</li> <li>• UNC Web Committee</li> <li>• UNC Educational Technology Assistant Professor search chair</li> <li>• UNC Educational Technology Web Design (2 versions)</li> <li>• Established Banner Health Internship Program</li> <li>• Educational Technology MA Brochure</li> <li>• UNC CCORE committee</li> <li>• ICET cooridinator</li> </ul>
<b>Courses designed and taught</b>	<ul style="list-style-type: none"> <li>• Instructional Design</li> <li>• Advanced Instructional Design Research and Theory</li> </ul>

## **1997 - 2014**

- Performance Technology
- Computer Graphics and Visual Literacy
- Message Design
- Digital Storytelling
- Emerging Technologies
- Design of Distributive Learning Environments
- Theories of Distance Learning
- Computers in Education
- Multimedia instructional Design
- Portfolio Design
- Computers in Education
- Typography
- Authoring CBT
- Corporate Course Design
- Case studies in instructional design
- Advance Media Production

## **Honors and Awards**

- **2014** Professor Emeritus, University of Northern Colorado
- **2010** Visiting Scholar, Taiwan University
- **2008** Scholar in Residence (Center for Enhancement of Teaching and Learning)
- **2008, 2010** Outstanding dissertation awards earned by 2 students
- **2005** Textbook Creating Graphics for Learning and Performance listed as one of the top influential textbooks
- **1996** Outstanding Instructional Designer, MCI USS project
- **1997** SBIR recipient, PI, \$100,000
- **1993** Dorthea Weinman Educational Technology scholarship winner
- **1988** Rookie of the Year, University Extension
- **1988** Teamwork award, University of Extension
- **1978** Graduated with Distinction, Colorado State University