

## OSMA Matrix

Developed by W. Mei Fang, 2011

Learning Outcome	Enabling Learning Outcome	Strategy	Media	Assessment
<p><i>Use digital image editing tools to create effective information graphics</i></p>	<p><b>Attitude</b>            1. Find personal relevance in digital editing            2. Reflect and articulate your output's effectiveness</p> <p><b>Knowledge</b>            3. Recognize the components of digital image and the editing process            4. Describe characteristics of digital color models            5. Manipulate color properties to create visual impacts            6. Identify criteria for effective information graphics</p> <p><b>Skills</b>            7. Apply Photoshop's features to achieve your criteria            8. Convert your file for different file formats for different application areas</p>	<p><b>Experiential and Mastery learning based on a Cognitivism model.</b></p> <ul style="list-style-type: none"> <li>• Solicit ideas for projects (1)</li> <li>• Showcase of effective blog banners (1,6)</li> <li>• Discussion on their effectiveness relating to their audiences (2,5,6)</li> <li>• Online interactive games on color mixing (4,5)</li> <li>• Lecture on digital color properties and models (3,4,6)</li> <li>• Peer review during final presentation of work (2, 6)</li> <li>• Demonstration on how to use Photoshop's features (4,5,7,8)</li> <li>• Hands-on exercise on those features (1,4,5,7,8)</li> <li>• Q&amp;As (1-8)</li> <li>• One-on-one tutorials before task submission (1,7,8)</li> </ul>	<ul style="list-style-type: none"> <li>• Course Posted in a LMS (learning management system, i.e. D2L) (1-8) for info dissemination, discussions, assignment submissions, project descriptions, &amp; comments</li> <li>• URLs for simulations of digital color mixing (3,4,5)</li> <li>• URLs of effective blog banners (1,2,6)</li> <li>• Ppt presentation on concepts (3,4,6)</li> <li>• Handouts of Tutorials (7,8)</li> <li>• Short readings from online relating to developer Tutorial for the in class exercise (6,7,8)</li> <li>• URLs of online help and video podcast of how-to (7,8)</li> </ul>	<ul style="list-style-type: none"> <li>• Listed in the syllabus of all the major project descriptions for the major media areas, grading scheme and their weightings.</li> <li>• Project briefs with learning outcomes, assessment criteria and submission specifics</li> <li>• Guideline for peer review of each other's work in class</li> <li>• Student's own reflections included in their project submission in the LMS</li> <li>• Instructor's comments on strengths and areas of improvement</li> </ul>