OUTCOMES BASED LEARNILNG MATRIX

Course: **CTIM 322 - Photoshop for Web and Print**
       (3 credits, 45 hours)
Department: Computer Technology and Information Management

Description: Students will learn the basic concepts and skills required to develop effective graphics for the Web and various business publications. Students will learn the basic tools used in Adobe Photoshop to create and edit images. Students will learn how to optimize images and save images in proper file formats. Students will learn color selection and conversion as it relates to both Web and business publications. Techniques of digital image capture and photo retouching will also be explored.

While completing the table below, remember that the individual outcomes you list in the first column should answer this question: **What must the learner know and be able to do at the end of the course?** Items in the third column should answer the question: **How do we know?** The second column is where teachers can be most creative; it's for pedagogy. Each rectangle in column one should contain just one outcome; the corresponding rectangles in columns two and three, however, may contain more than one item. Using the code at the end of the matrix, indicate the core competencies being strengthened by the outcomes activities and the assessment tools.

*COURSE OUTCOMES	OUTCOMES ACTIVITIES	ASSESSMENT TOOLS
At the end of this course, the student will possess image editing skills using the following features of Photoshop imaging-editing software:		1. Card Project 2. Hands-on application tests completed in class 3. Portfolio 4. Homework 5. Preparation
1. work with image editing and graphic design features 2. use the more advanced	1. use the basic tools found in Adobe Photoshop™ to create and edit images.	Referenced above.

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features of Adobe Photoshop CS	(CCT; OC; QL; IL; IG) **2.** learn how to optimize images for both the web and print media (CCT; OC; QL; IL; IG) **3.** use the proper file formats for saving images (CCT; OC; QL; IL; IG)	
3. use basic Photoshop skills and concepts to develop effective graphics for both web and print media.	**4.** learn color selection for both web and print media. (CCT; OC; QL; IL; IG)	Referenced above.
	5. demonstrate the techniques of digital image capture. (CCT; OC; QL; IL; IG)	Referenced above.
	6. demonstrate the techniques of photo editing (CCT; OC; QL; IL; IG)	Referenced above.
	7. scan images (CCT; OC; QL; IL; IG)	Referenced above.
To strengthen Core Competencies** in order to increase success in this and other courses and in the workplace.	Referenced above	Referenced above.

*Try to express an outcome as an infinitive phrase that concludes this sentence: **At the end of the course, the students should be able to . . ..** Finding the line between too general and too specific can be difficult. In an English Composition course, for instance, it is probably too general to say, "The student should be able to write effective essays." It is probably too specific to say, "The student should be able to write an introductory paragraph of at least 50 words, containing an attention-getting device, an announcement of the narrowed topic, and an explicit thesis sentence." Just right might read, "The student will write introductions that gather attention and focus the essay."

**Indicate the Core Competencies that apply to the outcomes activities and assessment tools: critical and creative thinking (CCT); oral communications (OC); quantitative literacy (QL); information literacy (IL); written communication (WC); civic engagement (CE); integrative learning (IG); global learning (GL).