Sankofa Learning Design
LDTC 610 Multimedia | UMGC

Digital Media Checklist — Unit 3 Evaluation

Document Evaluated: Decoding the Code — Welcome & Meet Your Instructor Announcement

EVALUATOR	COURSE	DATE
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A. PURPOSE & AUDIENCE ALIGNMENT

CRITERION	STATUS	EVIDENCE / NOTES
The document supports a specific learning objective from the IDD.	MET	The announcement introduces CLO 1 (identify the six syllable types) and the minicourse scaffold, directly orienting teachers to the learning goals before instruction begins.
The target audience is clearly defined and the content meets their needs.	MET	Addressed explicitly to Grades 6–12 content-area teachers, not reading specialists. The welcome copy, credential list, and course overview are calibrated to that audience's prior knowledge and professional context.
The document serves a clear instructional purpose (reference, instruction, or assessment).	MET	Functions as an instructor announcement and course orientation page — the type of document teachers typically encounter on the first day of a self-paced course. It provides motivation, instructor credibility, and a course road map in one page.

B. VISUAL DESIGN PRINCIPLES (CRAP)

CRITERION	STATUS	EVIDENCE / NOTES
Contrast: Key elements stand out through color, size, or weight differences.	MET	Deep purple (#33065A) header banner against the cream page (#FAF6EE) creates strong contrast. Orange (#E68117) is used exclusively for labels, module numbers, and the divider strip, signaling hierarchy. The "About the Course" box inverts to a dark background with light text, creating a visual anchor in the left column.
Repetition: Visual elements are consistently applied throughout.	MET	All section labels share identical typographic treatment — Inter 7pt, 600 weight, uppercase, orange, letter-spaced. The orange bullet dot repeats in the "What to Expect" list and the instructor credential rows. Card border color, border-radius, and padding are consistent across the instructor card and module snapshot.
Alignment: Elements are visually connected through deliberate placement.	MET	Two-column table layout maintains consistent left alignment within each column. Header text aligns to the right edge of the bird logo. Footer elements are left- and right-aligned to create a balanced base. Module numbers align vertically, creating a clean left edge in the snapshot panel.
Proximity: Related information is grouped; unrelated information is separated.	MET	The "About the Course" box visually separates course-level context from the personal welcome narrative. The instructor card groups all credential information under one bordered container. The module snapshot uses internal dividing lines to distinguish four distinct modules while keeping them within one visual unit.

C. MULTIMEDIA, IMAGERY & ACCESSIBILITY

CRITERION	STATUS	EVIDENCE / NOTES
Contains at least two images or graphic elements.	MET	Graphic 1: Hand-painted Sankofa bird logo — original artwork by Tenneh C. Freeman, embedded at 78×78px in the header. Graphic 2: The same original logo, scaled to 24×24px in the footer, creating a consistent brand bookend. Additional visual elements: the six-pixel orange divider stripe and four color-coded module number badges serve as intentional graphic accents.
The primary image is original, CC-licensed, or properly attributed with AI use disclosed.	MET	The Sankofa bird is original, hand-painted mixed-media artwork created by Tenneh C. Freeman. No external stock images, AI generation, or third-party assets are used. The document carries a CC BY-NC-SA 4.0 license in the footer, which applies to the original content and artwork.
Images support (not just decorate) the content.	MET	The Sankofa bird carries direct instructional and brand meaning: the Sankofa symbol represents looking back to retrieve what is worth keeping — a concept mirrored in the course's philosophy of recovering foundational literacy knowledge for older learners. The logo is not decorative; it is semantically connected to the course identity and stated explicitly in the instructor quote.
Color is not the sole means of conveying information.	MET	All color-coded labels include text (e.g., section labels are also uppercase and spaced). Module numbers are accompanied by titles and descriptions. The orange bullet dots are supplemental to the list text they accompany.
Alt text is provided for all images.	MET	Header image: alt="Sankofa bird — original hand-painted logo." Footer image: alt="" (empty, decorative repetition of the same bird). Both meet WCAG 2.1 guidance.

D. TECHNICAL QUALITY & LICENSING

CRITERION	STATUS	EVIDENCE / NOTES
Document is in a readable, distributable file format.	MET	Delivered as PDF and self-contained HTML (base64-embedded assets). Both formats are distributable without external dependencies.
Text is legible and fonts are appropriate.	MET	Fraunces serif for display headings; Inter for all body text, labels, and metadata. Minimum font size: 7pt (section labels). Body text: 8.5–9pt. All sizes meet readability standards for professional documents.
A Creative Commons license is clearly displayed.	MET	CC BY-NC-SA 4.0 is stated in the footer alongside the author name and year. Allows sharing and adaptation with attribution for noncommercial use.
All images and content are original or properly attributed.	MET	All artwork is original (hand-painted, by the creator). All written content is original. No stock imagery, AI-generated imagery, or third-party content is used.

EVALUATOR SUMMARY

The Decoding the Code welcome announcement meets all criteria across the four sections of the Digital Media Checklist. The visual design applies CRAP principles with consistency and intentionality, using the brand's locked color tokens and typography rather than default styling. The primary image — the original hand-painted Sankofa bird — is not a stock asset or generated image; it is original artwork by the creator, which both satisfies the originality criterion and communicates the course's underlying philosophy in a way that no clip art could replicate. One area for possible refinement: the bottom of the PDF leaves noticeable white space due to the fixed letter-page size. A future iteration could

introduce a closing motivational pull-quote bar to fill that space and reinforce the instructional tone before the footer.