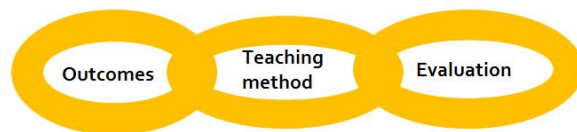


# TIP SHEET – What is Curriculum Alignment?

## The Golden Chain

1. Each outcome must be evaluated in the same learning domain and at the same level as the outcome.
2. If you are evaluating something you must have an outcome about it!
3. Teaching methods must give students lots of opportunities to **practice** and **receive feedback** in the same learning domain and at the same level as the outcome.



Course Learning Outcome, teaching method, and evaluation are an unbreakable chain!

## Curriculum Alignment starts with the END in mind

### Step 1: Write your outcome. Identify domain/level.

- What do students need to **do** by the end of the course?
- What is the learning domain (e.g. cognitive, affective, psychomotor) and level (foundational or advanced)?

### Step 2: Design the evaluation criteria for the outcome

- How will I evaluate this?
- What different methods of evaluation will I need?

### Step 3: Lastly ... plan your content and teaching activities!

- What **CONTENT** do I need to include in my lesson plan?
- What **PRACTICE** activities will help students to practice this **and** receive feedback?

## Example of Alignment

<b>Course Learning Outcomes</b>	Design marketing communication materials to meet the needs of clients using industry standard technology.
<b>Intended Learning Objectives</b>	Apply principles of communication marketing ...  Complete client need analysis ...  Design communication marketing materials using a variety of industry standard technologies (e.g., MS Word, Visio, Ms Project).
<b>Intended Learning Activities (Teaching Methodologies)</b>	Discuss uses, benefits and common errors/solutions.  Review examples of different marketing communication materials.  Practice quiz.  Practice designing different materials in computer lab for different requirements/needs.
<b>Evaluation</b>	Quiz on key principles of communication marketing  Design Assignment: Design communication marketing materials using 2 or more of the industry standard technologies (eg. MS Word, Visio, MS Project) for a mock client.

Please visit the CAFE or CAFE website <https://durhamcollege.ca/cafes/> for additional resources.