OER Evaluation Checklist

Material: Flyer for Egyptian Colloquial Language Courses
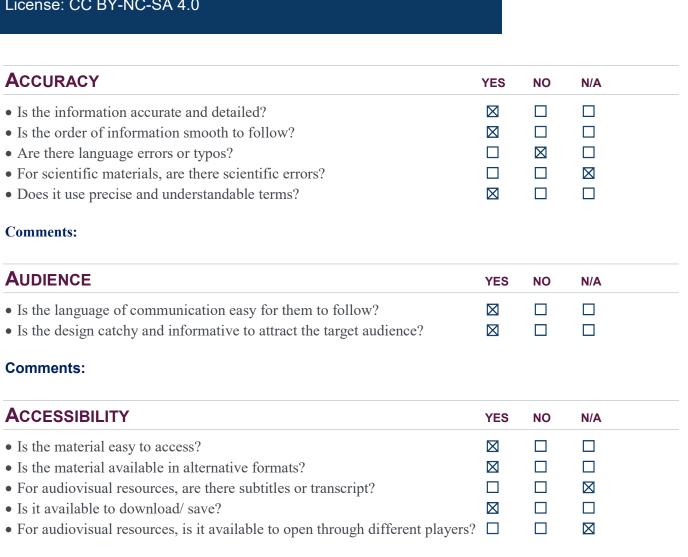
URL: : https://christinamichel46.wixsite.com/christina-michel/copy-of-week-2-digital-document

Evaluator: Christina Michel

Date: 1/10/2022

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Accuracy

	YES	NO	N/A
• Is the information accurate and detailed?	☒	☐	☐
• Is the order of information smooth to follow?	☒	☐	☐
• Are there language errors or typos?	☐	☒	☐
• For scientific materials, are there scientific errors?	☐	☐	☒
• Does it use precise and understandable terms?	☒	☐	☐

Comments:

Audience

	YES	NO	N/A
• Is the language of communication easy for them to follow?	☒	☐	☐
• Is the design catchy and informative to attract the target audience?	☒	☐	☐

Comments:

Accessibility

	YES	NO	N/A
• Is the material easy to access?	☒	☐	☐
• Is the material available in alternative formats?	☒	☐	☐
• For audiovisual resources, are there subtitles or transcript?	☐	☐	☒
• Is it available to download/ save?	☒	☐	☐
• For audiovisual resources, is it available to open through different players?	☐	☐	☒

Comments:

RELEVANCE	YES	NO	N/A
• Does the material fulfil one or more of the objectives?	☒	☐	☐

Comments:

PRODUCT QUALITY	YES	NO	N/A
• Is the user interface easy to navigate?	☒	☐	☐
• Is it clear and catchy?	☒	☐	☐
• For audiovisual content, is it sound clear?	☐	☐	☒
• Are the visuals clear and catchy?	☒	☐	☐
• Does the design follow visual design principles?	☒	☐	☐
• Is simplicity an element of the design?	☒	☐	☐

Comments:
The design requires including simplicity as an element since it is an informative flyer that sells an offer.

LICENSE	YES	NO	N/A
• Can the resource be used commercially?	☐	☒	☐
• Does the resource allow posting or/ and publishing?	☒	☐	☐
• Does the resource allow modifications and adaptation?	☒	☐	☐
• Does the resource allow reusing of the material?	☒	☐	☐
• Does the resource require attribution?	☒	☐	☐

Comments:

SUMMARY

This document represents a flyer for Egyptian colloquial language course by a language centre. I created the logo design on Canva through basic shapes and elements taking the pharaonic cartouche as a base with Arabic letters inside to express the nature of the language/ dialect. The cartouche also resembles a dialogue box since it is the spoken language.

I tried to reuse an already designed cartouche but the sharpness edit was very hard because even under png it was not a crisp clear image. I used the logo design in the png format to get the highest sharpness. I used the Kraken web tool for image optimization.

As for the flyer, I chose a photograph from https://stock.adobe.com/eg/ CC BY-NC and reused it in my flyer design in the jpeg format since it did not need the high sharpness of the logo before or after resize.

I make sure to follow the visual design principles through simplicity and contrast as well as alignment for coherent easy view.

I used the https://png2jpg.com/ for format conversion to make the flyer fit in the webpage with the least possible size allowing the downloading option of several formats.