

# UCOnline Quality eLearning Design Principles Rubric – 12.1.13

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## About the UCOonline Quality Rubric

The UCOonline Quality eLearning Design Principles Rubric provides the framework for designing and evaluating all online, hybrid, and self-paced online courses at the University of Central Oklahoma. These principles support the [Academic Affairs Online Course Quality Policy No. 3.8](#).

### The UCOonline Quality eLearning Design Principles are:

- Core
- Design of Learner Experience
- Learning Environment
- Interaction
- Assessment and Feedback
- Innovation (scored as additional points)

Each online, hybrid, or self-paced online course is assigned a score based on alignment with all the Core elements and an averaged score of the remaining six design principles. The elements in the Core category are scored as a “+” or “-“. All Core elements must be present. The elements in the remaining design categories are scored using a “0-5” scale with “0” indicating that no evidence is present for a given element and “5” indicating strong agreement with a given element.

To achieve UCOonline Quality, a course must receive a “+” for the Core category and a 90% or greater in the Design category (see example).

### Scoring Example for UCOonline Quality Course

CORE	DESIGN
<b>+</b>	<b>100%</b>

For more information about UCOonline Quality, visit the UCOonline Quality website at: [www.uco.edu/cece/quality](http://www.uco.edu/cece/quality) or email [UCOnlineQuality@uco.edu](mailto:UCOnlineQuality@uco.edu).

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Core		
Item	Description	Measure
<b>Course Orientation</b>		
C1.0	Learners are presented a general overview of the scope and focus of the course.	+ / -
C2.0	At minimum, the syllabus is provided within the course orientation.	+ / -
<b>Syllabus</b>		
C3.0	Instructor contact information is present, including a telephone number, email address, office location, office hours, and explanation of acceptable and preferred communication methods.	+ / -
C4.0	Instructor biographical information is present including the educational background and experience showing the instructor is qualified to teach the course.	+ / -
C5.0	The syllabus includes the course name and number, course description, course prerequisites, course objectives, course schedule and outline, textbook information (if applicable), and course requirements and evaluation strategies.	+ / -
C6.0	As appropriate, all policies related to email, assignments, grading criteria and assessments/exams are available including grading time tables, response times, and preferred email.	+ / -
C7.0	The syllabus is in a self-contained format that is optimized for web and print viewing.	+ / -
<b>Functions</b>		
C8.0	The UCO student resources block is present on the course homepage.	+ / -
C9.0	All web links function properly.	+ / -
C10.0	Course materials are optimized for web viewing (.html, .pdf, .jpg, etc.).	+ / -
C11.0	Course materials use high-contrast font/background colors.	+ / -
C12.0	Documentation of a completed web accessibility review with any necessary recommendations is present in the course site. <i>Reviewers: See documentation of accessibility review in the course "Manage Files" section in folder titled "Course Development Documentation". (<a href="#">more information about web accessibility</a>)</i>	+ / -

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## Design of Learner Experience

Item	Description	Measure
LX1.0	Learners are clearly guided on how to begin upon entering the course site.	0 - 5
LX2.0	Learners are provided a way of identifying the course and/or module learning expectations (e.g. learning objectives, learning outcomes, learning goals).	0 - 5
LX3.0	Course files load within 30 seconds on campus.	0 - 5
LX4.0	Learners are presented with clear direction for completing course activities and assignments.	0 - 5
LX5.0	Learners are encouraged to apply what they have learned in the course.	0 - 5

## Learning Environment

Item	Description	Measure
LE1.0	The course site navigation is clear and consistent.	0 - 5
LE2.0	Course materials are clearly organized.	0 - 5
LE3.0	The course has a professional appearance.	0 - 5
LE4.0	The learning environment is free of extraneous or unrelated information/materials.	0 - 5
LE5.0	Multimedia is present and used intentionally.	0 - 5
LE6.0	Learners are provided with opportunities to explore optional resources.	0 - 5
LE7.0	Resources and materials used in the course are properly cited.	0 - 5

## Interaction

Item	Description	Measure
IA1.0	Learners are provided opportunities to regularly interact with the instructor throughout the course.	0 - 5
IA2.0	Learners are provided opportunities to interact with other learners and / or interact with course content. ( <i>Course shells designed for online or hybrid delivery should contain elements that support interaction between learners.</i> )	0 - 5
IA3.0	Learners are motivated to be consistently engaged throughout the course. (e.g. news announcements, intelligent agents)	0 - 5

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## Assessment and Feedback

Item	Description	Measure
AF1.0	Assessment strategies are aligned with the stated learning objectives and/or outcomes.	0 - 5
AF2.0	Assessment/grading criteria are clearly presented and easily referenced by the learner.	0 - 5
AF3.0	Opportunities for learners to receive feedback are incorporated throughout the course (e.g. self-assessment, peer feedback, and/or faculty-provided feedback).	0 - 5
AF4.0	Strategies are intentionally incorporated in the course that allows the instructor to formatively assess learner progress and make adjustments to address learners' needs.	0 - 5

## Innovation (scored as additional points)

Item	Description	Measure
IV1.0	The course uses innovative and/or creative approaches to student engagement.	0 - 5
IV2.0	Learners are encouraged to demonstrate performance/mastery in creative ways.	0 - 5

## eLearning Design Principles Roadmap

The following items were identified by the UCOonline Quality Review team as future areas of research and development:

- Enhance clarity and relevant examples for LE5.0 – Multimedia is present and used intentionally.
- Remove or revise item *AF2.0 – Assessment/grading criteria are clearly presented and easily referenced by the learner.*

*Note: Roadmap items are listed to be illustrative and do not represent a complete list of future revisions, nor does inclusion of an item on this list indicate it will be adopted in future versions of the UCOonline Quality eLearning Design Principles.*