

Standard Design Rubric for Online Course Design

★ Basic	★★ Proficient	★★★ Advanced
<p>Provides a foundational learning experience with essential course elements and minimal engagement or interactivity.</p>	<p>Delivers an organized and engaging learning experience with opportunities for reflection, interactive activities, and aligned outcomes that support gradual skill development.</p>	<p>Offers a highly immersive and inclusive learning experience with authentic, reflective, and collaborative opportunities, supported by a high quality user interface , accessibility, and innovative assessment strategies.</p>
<p>Course Overview and Information</p>		
<ul style="list-style-type: none"> • Course includes essential elements (syllabus, readings, assignments). • Learning outcomes are present but are not fully aligned with content or assessments. 	<ul style="list-style-type: none"> • Course includes essential elements (syllabus, readings, assignments). • Course outcomes are clearly defined and align with content, activities and assessments. 	<ul style="list-style-type: none"> • Course includes essential elements (syllabus, readings, assignments). • Learning outcomes are measurable and aligned with course content, instructional strategies, and assessments, to support student achievement.
<p>Design and Layout</p>		
<ul style="list-style-type: none"> • Content is organized, but doesn't flow logically or engage learners effectively. 	<ul style="list-style-type: none"> • Course content has a clear structure with organized modules. • Some consideration for making the course workload manageable and sustainable for both students and educators. 	<ul style="list-style-type: none"> • Course content is highly structured and thoughtfully designed to support progressive skill development, optimize student success, and adapt to diverse learner needs. • Course workload is manageable and sustainable for both students and educators.
<p>Content and Activities</p>		
<ul style="list-style-type: none"> • Course content includes essential resources, such as readings and assignments, but lack variety. • Activities focus on basic comprehension and recall, with limited connection to real-world applications or active engagement. 	<ul style="list-style-type: none"> • Course content includes a variety of engaging resources. • Activities apply disciplinary knowledge through structured tasks such as discussions or problem-solving, with some connection to real-world contexts. 	<ul style="list-style-type: none"> • Course content includes a diverse range of engaging, multimodal resources that support diverse learning needs, and foster critical thinking. • Activities emphasize real-world applications of disciplinary knowledge through, case studies, active and experiential learning. • Content, activities, and assessments align with programmatic and disciplinary standards.

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Assessment and Feedback

- Focuses on a few major assignments graded for completion, with grades provided as the primary form of feedback.
- Students receive feedback after completing learning activities.

- Incorporates a mix of formative and summative assessments with some opportunities for reflection and actionable feedback to support students' ongoing learning and development.

- Assessment strategies include frequent practice opportunities, structured to build skills step-by-step (scaffolding), and connect to real-world tasks (authentic assessments).
- Assessments include a diverse mix of formative and summative approaches, such as real-world problem-solving tasks, peer evaluations, and self-assessments, tailored to individual learning paths.
- Feedback is personalized, timely, and actionable, offering specific guidance that empowers students to identify growth areas and adjust their learning strategies.

Engagement

- Offers few opportunities to ask questions or respond to basic prompts in a discussion forum, focusing on individual engagement with the content.

- Provides structured interaction opportunities that encourage engagement with the content (e.g., content-based quizzes, problem-solving activities), with the instructor (e.g., moderated discussions), and with peers (e.g., peer reviews). These interactions foster a sense of community while supporting practice and reflection.

- Fosters a dynamic learning community with active engagement:
- **Student-content:** Interactive activities that deepen understanding, such as case studies and simulations.
 - **Student-instructor:** Timely, personalized feedback and active instructor participation.
 - **Student-student:** Collaborative projects, peer mentoring, and student-led discussions that promote critical thinking and peer learning.

Accessibility and Inclusive Design

- Addresses minimal accessibility needs with limited consideration for equitable opportunities or transparent expectations.

- Provides foundational accessibility measures (e.g., WCAG) and clear expectations, with some consideration for inclusivity and the diverse needs of learners.

- Designed to provide equitable opportunities for all learners through comprehensive accessibility measures (e.g., WCAG) and transparent expectations, with a focus on Universal Design for Learning (voice and choice).

Benefits of Working with an Instructional Designer

Instructional Designers collaborate with educators to create impactful, learner-centered courses. Here's how they can help:



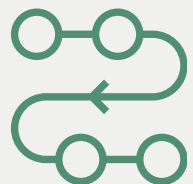
Refine Course Design

- Organize course structure and content flow to ensure learning outcomes align with activities and assessments, supporting clear progression and student development.
- Recommend evidence-based teaching approaches tailored to student-centered learning and the needs of adult learners.



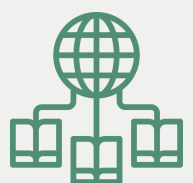
Enhance Engagement

- Design activities, such as reflective tasks, guided practice, and interactive elements, to actively engage students and support meaningful learning experiences.
- Suggest strategies to motivate learners and foster engagement while balancing course demands with manageable workloads for educators.



Personalize Learning and Feedback

- Develop personalized learning paths and integrate technologies to meet the diverse needs of learners.
- Set up effective feedback systems to provide timely, meaningful guidance and support student self-assessment.



Leverage Technology and Resources

- Support the development of technological skills, including the use of Canvas, and other educational tools, to enhance course delivery.
- Create reusable and adaptable course materials that ensure consistency, quality, and easier sharing across instructional teams.



Incorporate Accessibility and Inclusivity

- Provide foundational guidance on accessibility, using research-supported frameworks to create equitable and inclusive learning experiences.
- Ensure materials are accessible, intuitive, and engaging by applying strategies like [Universal Design for Learning \(UDL\)](#).



Provide Additional Support

- Provide project management expertise to coordinate timelines and organize course development.
- Coordinate with the Design and Development group to build course materials within the Canvas platform, optimize media and resources for low-bandwidth locations, and ensure copyright compliance for USask audits.