

# VCU Course Design Rubric

ALT Lab/ Online@VCU

	Sufficient Evidence (3)	Some Evidence (2)	No Evidence (0)	Not Applicable (n/a)	Next Steps
<b>1. COURSE INFORMATION</b>					
Reflection: What does a student need to explicitly know to successfully start and navigate this course?					
1. Course contains <b>*Start Here or Welcome content*</b> . (Items should include: course welcome statement or video, instructor education and experience, student and instructor responsibilities.)					
2. The course contains a separate <b>*Instructor Information page*</b> . (Some items may include: instructor image, contact information, communication preferences and/or office hours)					
3. Course contains a <b>*Syllabus*</b> (Must be an <a href="#">accessible PDF</a> , Google Doc, or HTML). It must include course description and objectives, required materials (including third-party content and equipment), grading scale and policy, late submission policy, assignment and assessment descriptions, and course schedule. It should also include information regarding delivery mode, instructor contact information, statement of how the course works, workload expectation, technology requirements and skills, and the <a href="#">required VCU syllabi statement</a> .					
4. The course provides <b>*access to student success resources*</b> (e.g., technical help, orientation, tutoring).					

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<b>2. DESIGN AND LAYOUT</b>					
Reflection: How does your course design and layout alert the students to what they should be doing first, next and last?					
5. The course contains a <b>*logical organization and navigation*</b> . Any tools not being utilized are hidden from the main course navigation menu.					
6. The course contains <b>*clear and concise instructions*</b> .					
7. The course is <b>*free of grammatical and spelling errors*</b> .					
8. All <b>*hyperlinks are functional*</b> .					
9. Course pages are uncluttered, have information divided into manageable sections, appropriate contrast, formatted text, font, and colors.					

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<b>3. COURSE TECHNOLOGY AND TOOLS</b>					
Reflection: What technology resources and support do students generally need to confidently complete assignments and activities?					
10. The course contains <b>*instructions for accessing third-party materials and privacy policies*</b> (e.g., mobile, publisher websites, secure content, pop-ups, browser issue, microphone, and webcam). ( <a href="https://apps.vcu.edu/third-party-apps/">https://apps.vcu.edu/third-party-apps/</a> )					
11. Frequently used technology tools are easily accessed.					

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<b>4. COURSE ALIGNMENT</b>					
Reflection: What parts of the course are best aligned to program goals?					
12. The course contains <b>*learning content and activities that are aligned with assessments and module/unit/lesson objectives*</b> .					
13. The course contains <b>*module/unit/lesson objectives that are clearly stated and align with course and/or program outcomes*</b> .					

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<b>5. CONTENT AND ACTIVITIES</b>					
Reflection: How do the course content and activities match the level and purpose of this course in preparing students for lifelong learning and real-world experiences?					
14. The course contain <b>*activities that provide opportunities for students to develop higher-order thinking, problem-solving skills, critical thinking, reflection, and analysis*</b> .					
15. The course contains <b>*engaging activities including real-world applications, experiential learning opportunities, case studies, and problem-based activities, as appropriate*</b> .					
16. The course contains instructional materials and books that are up-to-date and readily available for students. Where applicable, Open Educational Resources, free, or low-cost materials are used.					
17. Course materials and resources include copyright and licensing status, citations, or clearly stated permission to share.					

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<b>6. ASSESSMENT AND FEEDBACK</b>					
Reflection: How are student expectations and progress communicated? What opportunities are students given to track and measure their progress and get support when needed?					
18. Course contains <b>*frequent, appropriate and methods to assess students' mastery of content*</b> .					
19. Course contains <b>*clear criteria for graded assignments and assessments*</b> (e.g., rubrics, examples, or templates).					
20. Course contains opportunities for students to review their performance and assess their own learning (e.g. pre-tests, self-tests, or reflective assignments).					
21. Course contains clearly stated information for timed assessments on quizzes and exams, due dates for discussion posts and deadlines for assignments/activities.					
22. Course contains a way for students to easily access their grades.					

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<b>7. ACCESSIBILITY</b>					
Reflection: How do accessibility measures in your course support student learning?					
23. The course contains content in an <b>*easily accessible format*</b> (preferably in HTML) that follows current accessibility standards. See: <a href="https://webstandards.vcu.edu/requirements/accessibility/">https://webstandards.vcu.edu/requirements/accessibility/</a>					
24. The course contains <b>*text equivalents for non-text elements*</b> (e.g., closed-captioning, transcriptions, and alternative text are included for video, audio, and image elements). Explanations can be found at <a href="http://webaim.org/articles/">http://webaim.org/articles/</a>					
25. The course contains <b>*hyperlink text that is descriptive*</b> when used out of context. (e.g., Avoid use of "click here" in favor of actual website name or description.)					
26. The course contains <b>*accessible technology tools or alternatives*</b> that meet <a href="#">WCAG 2.0 AA standards</a>					
27. The course contains <b>*text content that is readable by assistive technology*</b> , including PDF or any text containing an image. <b>*Text does not contain flashing and blinking*</b> .					

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<b>8. ENGAGEMENT</b>					
Reflection: Considering your teaching philosophy, what practices are being implemented to create a positive, online learning environment?					
28. Course <b>*facilitates communication, interaction and collaboration*</b> among students and instructors. Course contains activities and resources that lend to building community, supporting open communication, and establishing trust					
29. Course <b>*contains pacing mechanisms (e.g., due dates, announcements, reminders, or feedback)*</b> to ensure timely completion of activities, assignments, and assessments.					
30. Course contains opportunities to recognize, build and improve on prior learning and or life experiences.					
31. Course contains measures to ensure academic honesty. (e.g., Timed quizzes or exams, writing assignments, and use of third-party tools such as TurnItIn.)					



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