OPTIMAL ONLINE COURSE DESIGN

INSTRUCTIONAL DESIGN

___ Approved syllabus template used
___ Assignments are explained and dated
___ Syllabus matches course structure
___ Varied instructional methods are used
___ Objectives are clearly stated and measurable
___ Content is segmented into small chunks and modules
___ Information is grouped logically
___ Major headings are clear and descriptive
___ One-third of the content is instructional
___ Two-thirds of the content is application, assessment, and feedback
___ Feedback structure and timeliness is defined
___ There is interaction built in for students (with content, with instructor, with other students)
___ Netiquette or civility standards are included

ASSESSMENT

___ Assessments are relevant and complete
___ Various quiz methods/types are used
___ Formative and summative assessment is incorporated
___ Final assessment is present
___ Post-course assessment/evaluation is included

ACCESSIBILITY

___ Images include ALT tags
___ Text is provided for all non-text elements
___ Video files have associated scripts or dialogue
___ Transcript provided for audio files
___ No color cues for information

NAVIGATION

___ Main navigation is easily identifiable
___ Navigation is in correct sequence
___ Icons signal function to students

GENERAL DESIGN

___ Total design is uniform in appearance
___ Video is kept to one hour or less
___ No horizontal scrolling is necessary
___ Decorative fonts used only for headings
___ Paragraphs length is appropriate
___ Font sizes are easily readable
___ Emphasis is used sparingly and correctly
___ Body text is left-justified, not centered
___ Images and graphics are pertinent to content
___ Video, audio, and image files are legal to use
___ Multimedia may be paused or rewound

TEXT CONTENT

___ Language is clear and concise
___ Spelling has been checked
___ Grammar has been checked
___ Language is culturally appropriate
___ Content is not plagiarized but is cited correctly