Course Design and Development Online Course Evaluation Rubric

1 What is it?

This rubric was developed by the Purdue Course Design and Development (CDD) team to evaluate their online course designs. Using **Quality Matters** as a foundation, the rubric includes four main design emphases: Alignment, Organization and Clarity, Interaction and Communication, and Accessibility. This rubric focuses solely on the design of the course.

2 Why is it important?

The Quality Matters rubric is widely regarded and research based but it is also extremely thorough with 42 different standards to be evaluated. The CDD rubric streamlines this process with only 16 condensed points to be considered. The elements within the CDD rubric are each correlated to the Quality Matters standards from which they were adapted.

3 How to do it?

The best approach when using the CDD rubric as a designer or instructor is to reference it throughout the design and development phases of your course (See Purdue's **CDD process flowchart** in Additional Resources) in this way, you can incorporate necessary design elements from the very beginning instead of trying to fit them in during the evaluation phase.

When using the rubric for a review of an online course, the reviewer should first spend some time to become familiar with the course being reviewed. This may mean taking an hour or two browsing around the course, looking at the syllabus, scanning through a few videos, and otherwise getting a feel for the course. After that, you can generally start at the top of the rubric and work through it, using your familiarity with the course to look for specific pieces.

Tips and Tricks

- An *Exemplary* rating is available on some rubric items and can be used to denote outstanding fulfillment of that item. *Course Ready* ratings indicate that the rubric item is present or mostly present in the course. *Incomplete/Needs Revision* ratings indicate that a rubric item is either missing or insufficiently included in the course.
- The traditional standard for a *Course Ready* rating is 85%. In other words, if around 85% of the course meets the given standard, then it can be given a passing grade.
- Use the rubric to start a design conversation, not as a summative assessment of the design. (See Purdue's **CDD rubric** in Additional Resources)

4 Additional Resources

- Purdue's **Course Design and Development process flowchart**: It walks instructors through each step of the process and provides an estimated timeline.
- Purdue's **Course Design and Development Rubric**: This rubric is correlated with the Quality Matters Higher Education Rubric and supports instructors to evaluate their courses.

5 References

Quality Matters. (n.d.). Retrieved September 11, 2018, from https://www.qualitymatters.org/qa-resources/rubric-standards