

Online Course Accessibility Audit Rubric

Instructional Design Evaluation Tool | UDL and WCAG-Informed Review

Category	Exemplary (3)	Developing (2)	Needs Improvement (1)
Course Navigation	Consistent weekly structure, clear modules, and intuitive navigation throughout the course.	Some consistency in structure but occasional navigation confusion.	Disorganized modules or unclear navigation.
Headings & Structure	Proper heading hierarchy used across pages and documents.	Some headings used but inconsistent hierarchy.	Content presented without structured headings.
Images & Graphics	All images include descriptive alt text and complex visuals explained.	Most images include alt text but some missing.	Images lack alt text or contain inaccessible visual information.
Video & Multimedia	All videos captioned and transcripts provided where appropriate.	Videos captioned but transcripts missing or incomplete.	Videos lack captions or accessible alternatives.
Links	All links use descriptive text and function correctly.	Some links use descriptive text but inconsistently.	Links use 'click here' or unclear text.
Documents	Documents include headings, tagged PDFs, and accessible formatting.	Some accessible formatting but inconsistently applied.	Documents lack accessibility structure.
Color & Contrast	High contrast design and color never used as the only indicator.	Contrast generally acceptable but minor issues.	Low contrast or reliance on color alone.
Assessments	Clear instructions, accessible quiz formats, and flexible learning demonstration.	Instructions clear but accessibility features limited.	Assessments unclear or inaccessible.

Scoring Guidance

Use this rubric to evaluate accessibility across course navigation, multimedia, documents, and assessments. Scores help identify areas that require remediation during course redesign or accessibility audits.

How to Use This Rubric

- Review each course module, page, document, and multimedia element.
- Assign a score from 1–3 for each category.
- Identify accessibility barriers that may impact learners.
- Prioritize improvements that remove barriers for assistive technology users.
- Document accessibility improvements as part of the instructional design process.

Referenced Design Principles

- Universal Design for Learning (UDL)
- Web Content Accessibility Guidelines (WCAG)
- Inclusive and equitable online learning practices
- Accessible multimedia and document design

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