



1.1 | Evaluate: Quality Learning Experience Criteria

Defining the criteria for quality is an essential factor for a successful instructional design practice. Your quality list for learning experiences may include criteria like:

- Gains and maintains learners' attention
- Prompts interaction with the content and other learners
- Helps learners focus on essential knowledge
- Aids learners in organizing and connecting new knowledge with previously learned material
- Provides cues for recalling and recognizing information
- Provides informative feedback

You may decide to include criteria from the quality lists and rubrics of organizations dedicated to evaluating learning experiences, such as:

- [Quality Matters](#). (2023). QM higher education rubric, seventh edition [Rubric]. Quality Matters. (This links to their rubrics and standards for higher ed. For their other career environment standards, go to [this site](#) and scroll down.)
- [Online Learning Consortium](#). (n.d.). Quality Scorecards [Rubric suite].
- **State University of New York** Online. (n.d.). [OSCQR](#): SUNY online course quality review rubric and [Get OSCQR](#) [Rubric].
- Center for Teaching Excellence, **University of South Carolina**. (n.d.). [Quality standards for online courses \(QSOC\)](#) [Checklists and Resources]. Retrieved May 2026.
- Digital Learning at the University of Tennessee. (2024, July). [Engaged online course rubric \(EOCR\)](#) [PDF]. **The University of Tennessee**.
- Technology-enhanced Learning & Online Strategies (TLOS). (n.d.). [TLOS course quality checklist](#) and [peer online course evaluation checklist](#) [Checklists]. **Virginia Tech**. Retrieved May 2026, from links [at this VT website](#).

By viewing and evaluating an abundance of instructional designs, you can begin to develop your own criteria for quality learning experiences. You can begin your exploration of learning designs by accessing:

- William Horton's [e-Learning Design Examples](#)
- Cathy Moore's [eLearning examples](#) and [branching scenario examples](#) of instruction
- Commercial sites featuring eLearning examples like [this one from Elucidat](#)

You can find other examples by doing an AI or internet search using phrases like:

“award-winning eLearning designs”
“best online instruction examples”
“quality criteria for eLearning” and
“quality rubric for online learning”