

Award of Excellence in Instructional Design

Criteria	Exemplary (3)	Effective (2)	Baseline(1)	Unsatisfactory (0)
Alignment with award requirements and timeline	Project aligns with all of the award requirements and has been completed within the last 24 months of submission.	Project aligns with most of the award requirements and has been completed within the last 24 months.	Project aligns with a few of the award requirements and has been completed within the last 24 months.	Project does not align with the award requirements and has not been completed within the last 24 months.
Explanation of the rationale for the instructional design choices made for the project	Explanation of the rationale for the ID choices made in the project are explicitly clear and straightforward.	Explanation of the rationale for the ID choices made in the project are somewhat clear and understandable.	Explanation of the rationale for the ID choices made in the project are fairly clear.	Explanation of the rationale for the ID choices made in the project are unclear.
ID choices and the creation of learning experiences	ID choices in the project lead to the creation of a successful learning experience.	ID choices in the project lead to the creation of a favourable learning experience.	ID choices in the project lead to the creation of minor learning experiences.	ID choices in the project did not lead to the creation of any learning experiences.
ID choice for the intended learning experience and audience	Substantial evidence that the ID choice was appropriate for the intended learning experience and audience.	Considerable evidence that the ID choice was appropriate for the intended learning experience and audience.	Little evidence that the ID choice was appropriate for the intended learning experience and audience.	No evidence that the ID choice was appropriate for the intended learning experience and audience.
Visual presentation and	Visual presentation is	Visual presentation is	Visual presentation not	Visual presentation

the intended audience	appropriate for the intended audience.	somewhat appropriate for the intended audience.	very appropriate for the intended audience.	inappropriate for the intended audience.
Errors within the project	Project is free of all errors.	Project has minor errors.	Project has some errors.	Project has many errors.
Innovation of the project	Project is extremely innovative.	Project is somewhat innovative.	Project has little innovation.	Project is not innovative.
Project functions as described	Project functions exactly as described.	Project mostly functions as described.	Project functions somewhat as described.	Project does not function as described.
Project is easy to navigate	Project is very easy to navigate.	Project is easy to navigate.	There are some difficulties navigating the project.	Project is not easy to navigate.
There is evidence of the project's sustainability and scalability	There is significant evidence that the project is sustainable and scalable.	There is reasonable evidence that the project is sustainable and scalable.	There is minimal evidence that the project is sustainable and scalable.	There is no evidence of the projects sustainability and scalability
The project contains aspects of open education (resources, enrollment, licensing, etc.)	Project final product contains three aspects of open.	Project contains two aspects of open.	Project contains one aspect of open	The project does not have an open education component.