Digital Media Checklist

Ensuring Effective and Engaging Learning Experiences

Evaluator Name: _____   Date: _____

Resource URL: _____

License (Creative Commons, shareware, etc.): _____

Accessibility/ ADA compliance

Provide subtitles and/or ability to download or access the written transcript of audio/video elements

See comments

Provide alternate descriptions for all images

If possible or needed, offer AI translation option for non-English speakers

Ensure color contrast and typography are optimized for readability.

Incorporate alternative navigation methods for learners with disabilities.

Other accessibility options (audio reading for text, etc.)

Goals and Objectives

Clearly identify the specific learning outcomes the digital media aims to achieve.

Ensure alignment with broader course or instructional goals.

Understand the target audience, including their background, preferences, and learning styles.

Audience Analysis

Conduct surveys to determine the learners' familiarity with digital tools.

Assess technological accessibility, such as devices and internet connectivity.

Identify language preferences/cultural factors that may influence design choices.

Assess appropriate content for intended audience

Interactivity and Engagement

Incorporate interactive elements, such as quizzes, drag-and-drop exercises, or clickable hotspots.

Design media to encourage active participation rather than passive consumption.

Include prompts or questions to stimulate critical thinking.

Visual and Audio Quality

Use high-resolution images and videos to maintain clarity and professionalism.

Ensure audio recordings are clear and free of background noise.

Maintain consistent branding, such as color schemes and fonts, throughout the media.

Quality Assurance

Review all content for errors in grammar, spelling, or factual accuracy.
Test functionality across different devices and browsers.
Check for broken links and ensure smooth navigation.
Conduct pilot tests with a small group of learners to gather feedback.
Evaluate whether the media meets the instructional objectives.
Make adjustments based on user feedback to improve usability and effectiveness.

Compliance and Technical Support

Ensure compatibility with the LMS and proper tracking of learner progress.
Test SCORM or xAPI compliance, if applicable.
Provide ongoing technical assistance for learners experiencing issues.
Ensure server and platform stability to avoid disruptions.
Maintain a backup of all media files to safeguard against data loss.

Summary & Comments