Tutorial Evaluation Rubric

	Beginning	Developing	Accomplished	Score
Non-inferiority				
Timing	0 points Too long or too short, too fast or too slow to be considered good quality.	2 points Mainly good pacing throughout tutorial.	4 points Every step of the tutorial is perfectly paced.	
Visuals	1 points Plain images, but no effort made to be readable for colour-blind or sight disabled people.	2 points Good image quality and with enough contrast to be useable for colour-blind people.	4 points Excellent image quality with lots of variety and originality that be easily viewed by all user groups.	
Script	1 points Includes dialogue bubbles but no sound.	2 points Includes recorded verbal dialogue and maybe some sound effects.	4 points Has both a good sound track and a text version of the script for those who are hearing impaired.	
Interactivity	0 points No interactivity.	2 points A few features available to students, such as pausing or fast forwarding through slides.	4 points Lots of interactivity.	
Value to patrons				
Learning objectives	0 points Doesn't have an identified learning objective.	2 points Meets identified learning objective but the learning objective doesn't fit within an integrated plan.	4 points Meets learning objectives that are part of an overall plan for library instruction offered by the library.	
Motivational statement	0 points No motivational statement to explain why the student should use the tutorial.	2 points Has a motivational statement, but not particularly interesting.	4 points Excellent motivational statement that would get anyone interested in continuing with tutorial.	

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Activities	0 points	2 points	4 points	
	No activities for student to perform or participate in.	Simple activities such as clicking on links.	Complex activities such as needing to complete a task before continuing tutorial.	
Answers a question	0 points	2 points	4 points	
	Does not answer a typical reference question.	Adequately answers a common reference question from students.	Answers a common reference question and encourages the student to further explore their interest.	
Location meets requirements				
Logical main location	0 points	2 points	4 points	
	Location difficult to find unless one is shown it because very little thought when into its placement.	Location seems logical but it is hard to know for certain because very little testing or discussion takes place among Library staff regarding its placement.	Location is selected by Library staff that regularly answers reference questions and intuitively knows the best place to make the tutorial available to students.	
Multiple access points	1 points	2 points	4 points	
	Only one access point.	At least two access points but cannot be included in a course website or Learning Management System (e.g. Moodle).	Multiple access points and can be easily included in a course website or Learning Management System (e.g. Moodle)	
Web hosting	1 points	2 points	4 points	
	Hosted on a commercial hosting site (e.g. YouTube).	Hosted on college or university server.	Hosted on college or university's server and shared with other libraries through learning objects repositories (e.g. ANTS) and through Creative Commons.	

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Supplemental Materials				
Offline version available	0 points No offline version available.	2 points Offline versions available for printing, such as a PDF of a PowerPoint presentation or handouts.	4 points Multiple versions of tutorial available offline and in print. In addition, library has links to other tutorials at other libraries in case of internal server problems.	
Additional help	1 points Basic and impersonal contact information is provided, such as the library's email address.	2 points Specific and multiple ways to contact library staff for help are provided.	4 points Multiple links throughout tutorial where students can find additional information on specific topics and	
Fun factor				
Human element	0 points Monotone dialogue and no names or identities are tied to the production of the tutorial.	2 points Recorded dialogue is upbeat and friendly.	4 points Picture and name of Librarian narrating tutorial is provided and the dialogue is upbeat and friendly.	
Humour	0 points No humour.	2 points A humourous element or two but may not translate to English as a second language speakers.	4 points A humourous element or two that translates well to all audiences.	
Total Score				**/ 30**