

01 ARCHITECTURE

02 ENGAGEMENT

03 ASSESSMENT

04 TECHNICAL

05 QA

# The 20-Point Course Design Checklist

What every professional eLearning project needs before a single screen is built. Run through all 20 points before submitting any deliverable.

20

Checkpoints

5

Phases

100%

Pre-build QA

3

Tools covered

## 01 LEARNING ARCHITECTURE

5 points

- 1 Outcomes Defined**  
Learning outcomes are written per module using action verbs from Bloom's Taxonomy (e.g., "identify," "apply," "evaluate"). Vague outcomes like "understand" are not acceptable.
- 2 Learner Profile Documented**  
Target audience, prerequisites, job role, learning context, and device preferences are clearly defined before design begins.
- 3 Logical Module Sequence**  
Modules follow a progressive learning path — simpler concepts before complex ones, foundational knowledge before application.
- 4 Content Chunked into Learning Units**  
Each module or lesson is scoped to 5 to 15 minutes of seat time. Nothing longer unless split into segments.
- 5 Blueprint Approved Before Development**  
A full course blueprint — module map, outcome statements, assessment plan, and content outline — is reviewed and signed off before any authoring tool work begins.

## 02 CONTENT & ENGAGEMENT

5 points

- 6 Hook at Module Start**  
Every module opens with a problem, question, or scenario that creates a reason to keep learning. "In this module you will learn about..." is not a hook.
- 7 Real-World Scenarios Used**  
Content is anchored in situations learners actually encounter on the job — not abstract theory presented in isolation.
- 8 Interactivity Per Screen**  
At least one interactive element exists per content screen. Click-to-advance is not interactivity. Drag-and-drop, scenario choices, hotspots, and knowledge checks are.
- 9 No Redundancy Between Audio & Text**  
Narration does not read on-screen text verbatim (Mayer's Redundancy Principle). Audio adds context; text anchors key concepts.
- 10 Module Ends With Summary & Next Step**  
Every module closes with a brief summary of the key takeaway and a clear prompt for what the learner does next.

Need a course built to every one of these standards?

Book a free 30-minute consultation — no pitch, just a real conversation about your project.

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CONTINUED

Phases 3-5: Assessment Design · Technical &amp; LMS Readiness · Quality Assurance &amp; Accessibility

**03 ASSESSMENT DESIGN**

5 points

- 11 Assessments Aligned to Outcomes**  
Every quiz question maps directly to a stated module learning outcome. No "gotcha" questions that test recall of minor details.
- 12 Scenario-Based Questions Used**  
For skill-based learning, questions present a realistic situation and ask learners to choose the correct response — not just recall a definition.
- 13 Feedback Is Instructional**  
Every answer choice has feedback that explains why it is right or wrong and reinforces the learning point — not just "Correct" or "Incorrect."
- 14 Passing Score Defined & Justified**  
A passing threshold is set based on the learning objective (e.g., 80% for safety-critical, 70% for awareness) — not arbitrarily.
- 15 Retake Policy Is Clear**  
Learners know how many attempts they have and what happens after a failed attempt: review content, retake immediately, or locked out.

**04 TECHNICAL & LMS**

3 points

- 16 SCORM Standard Confirmed**  
The correct SCORM version for the target LMS is confirmed before publishing: SCORM 1.2 (universal), SCORM 2004 (advanced tracking), or xAPI (off-LMS tracking).
- 17 SCORM Package Tested in Sandbox LMS**  
The final SCORM package is tested in an actual LMS environment — not just previewed in the authoring tool — before delivery.
- 18 Source Files Backed Up & Delivered**  
Original source files (.story for Storyline, Rise project link, .pptx for iSpring) are saved, backed up, and included in the final delivery package.

**05 QA & ACCESSIBILITY**

2 points

- 19 Full QA Checklist Completed**  
Instructional QA, Interactive QA (all triggers tested), SCORM QA (tracking confirmed), and Accessibility QA (WCAG 2.1 AA) are all formally signed off.
- 20 Accessibility Standards Met**  
Alt text on all images, minimum 4.5:1 contrast ratio, keyboard navigation tested, closed captions on all video, and screen reader compatibility confirmed.

**HOW TO USE**

- 1 **Before every project** — confirm all Phase 1 points before any authoring begins.
- 2 **Before every delivery** — run Phases 4 and 5 as your final gate checks.
- 3 **As a client handover** — share with clients to demonstrate your standard.
- 4 **As a team standard** — this is your minimum quality bar for every deliverable.

**BUILT ON WYZLAB'S DESIGN FRAMEWORKS**

WyzLab Bingeable Learning Framework that is anchored in instructional design and UX design principles.

**Ready to build a course that meets every one of these standards?**

We design and build Articulate Storyline, Rise 360, and iSpring courses — SCORM-compliant, LMS-ready, and built to produce measurable outcomes. Upwork Top Rated · 100% Job Success · Serving global clients.

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