

2015-2016 Instructional Material

Universal Design Learning (UDL) Rubric

Bid Number: 3052

Title of Materials: Marketing Dynamics Fashion Marketing Merchandising

Publisher: Goodheart Wilcox

The following are questions asked of the publisher and their responses can be found in their UDL document which is provided on their reviewer portal. Please mark where the material falls on the scale and provide comments that will help publishers improve their product and districts make informed choices. On completion please return to Cathy Seeds at Cathy.Seeds@fldoe.org.

Instructions: Place an X in the cell below each rating. **Example:**

1 Very Poor/Not Aligned	Poor Alignment	Fair Alignment	Good Alignment	Very Good Alignment
		X		

1. How are both flexibility and student choices provided for the following **presentation features** in the instructional materials:

- Fonts:
 - Type and size.

1- Very Poor/Not Aligned	2-Poor Alignment	3-Fair Alignment	4-Good Alignment	5-Very Good Alignment
		X		

Comment: Changing font types is not available as a built in feature. Zoom tools can be used to change the size of the font. Adjusting the type of font can increase the readability of the content for some students.

- Colors and background colors can be adjusted.

1 Very Poor/Not Aligned	Poor Alignment	Fair Alignment	Good Alignment	Very Good Alignment
	X			

Comment: Not available as a built in feature. Third party utilities can be used to provide some color adjustment. Adjusting the colors can increase the readability of the content for some students.

- Background: High contrast color settings are available.

1 Very Poor/Not Aligned	Poor Alignment	Fair Alignment	Good Alignment	Very Good Alignment
	X			

Comment: Not available as a built in feature. Third party utilities can be used to provide some contrast adjustment. Adjusting the contrast can increase the readability of the content for some students.

- Text-to-speech tools

1 Very Poor/Not Aligned	Poor Alignment	Fair Alignment	Good Alignment	Very Good Alignment
X				

Comment: Not available as a built in feature. Text cannot be selected to use with third party text to speech utilities. Text to speech is an important support for students who struggle with decoding text but who can successfully engage in the instructional content if presented in an auditory format.

- All images have alt tags.

1 Very Poor/Not Aligned	Poor Alignment	Fair Alignment	Good Alignment	Very Good Alignment
X				

Comment: Not available. Alt tags and description tags are important supports for students who are blind or visually impaired.

- All videos are captioned.

1 Very Poor/Not Aligned	Poor Alignment	Fair Alignment	Good Alignment	Very Good Alignment
				X

Comment: Videos are closed captioned and students can choose to show or hide the captioning.

- Text, image tags, and captioning sent to refreshable Braille displays.

1 Very Poor/Not Aligned	Poor Alignment	Fair Alignment	Good Alignment	Very Good Alignment
		X		

Comment: NIMAS files are provided for braille users. It is great that NIMAS files are made available. But this does require a different file to be obtained for students who need to use a braille display. It would be super if the same instructional material could be used by all students.

2. How are the following **navigation features** provided in the instructional materials:

- Non-text navigation elements (buttons, icons, etc.) can be adjusted in size.

1 Very Poor/Not Aligned	Poor Alignment	Fair Alignment	Good Alignment	Very Good Alignment
X				

Comment: Not available as a built in feature. Adjustments in size will depend on the use of features in the web browser.

- All navigation elements and menu items have keyboard shortcuts.

1 Very Poor/Not Aligned	Poor Alignment	Fair Alignment	Good Alignment	Very Good Alignment
			X	

Comment: There are several keyboard shortcuts make available in the online textbook. Keyboard shortcuts are important when creating alternative keyboards, command overlays, and onscreen keyboards for students who have fine motor limitations.

- All navigation information can be sent to refreshable Braille displays.

1 Very Poor/Not Aligned	Poor Alignment	Fair Alignment	Good Alignment	Very Good Alignment
		X		

Comment: NIMAS files are provided for braille users. Navigation control will be guided by the type of software used to manage the NIMAS file or resulting ebook. It would be super if the online book was designed to work with refreshable braille displays so all students could use the same instructional materials.

3. How are the following **study tools** provided in the instructional materials:

- Highlighters are provided in the four standard colors (yellow, rose, green, blue).

1 Very Poor/Not Aligned	Poor Alignment	Fair Alignment	Good Alignment	Very Good Alignment
X				

Comment: Not available. Highlighters provide students a way to visually organize the instructional content, an important support for students who struggle with organizing information.

- Highlighted text can be automatically extracted into another document.

1 Very Poor/Not Aligned	Poor Alignment	Fair Alignment	Good Alignment	Very Good Alignment
X				

Comment: Not available. Highlighters and extraction tools provide students a way to visually organize the instructional content, an important support for students who struggle with organizing information.

- Note taking tools are available for students to write ideas online; as they are processing curriculum content.

1 Very Poor/Not Aligned	Poor Alignment	Fair Alignment	Good Alignment	Very Good Alignment
X				

Comment: Not available. Built-in note taking tools enable students to link notes to specific sections of instructional content, supporting students who struggle with organizing information.

4. Which of the following **assistive technology supports, by product name**, have you tested for use with the instructional materials:

- Assistive technology software that can be run in the background. Examples include:
 1. Magnification
 2. Text-to-speech
 3. Text-to-American Sign Language
 4. On-screen keyboards
 5. Switch scanning controls
 6. Speech-to-text

1 Very Poor/Not Aligned	Poor Alignment	Fair Alignment	Good Alignment	Very Good Alignment
		X		

Comment: Some third party utilities and web browser features work with this ebook. However, the text cannot be selected so text transformation technology may not work. Speech to text may be limited to the commands with keyboard shortcuts. Support for assistive technologies is critical to ensuring that all students are included in the instructional activities.