

Audio Description Quality Rubric

Use this rubric to evaluate whether integrated audio description (as captured in the main narrative/audio track) adequately conveys essential visual information.

Video Element	Present	Integrated AD Meets Standards	Integrated AD is Acceptable	Integrated AD Does Not Meet Standards (remediation needed)
Instructions	Yes - Assess No - Skip	All instructions shown on screen are clearly stated in narration. Sequence and requirements are described accurately.	Most instructions are narrated. Minor details are omitted but task completion remains possible.	Critical instructions are only visual or essential steps are omitted.
Procedures	Yes - Assess No - Skip	Narration clearly describes each significant action, transition, or sequence.	Overall process is understandable though some minor actions are not described.	Key procedural actions occur visually without narration.
Demonstrations	Yes - Assess No - Skip	Narration explains what is being demonstrated and highlights important outcomes.	Core demonstration is understandable with minor omissions.	Critical aspects of the demonstration are visible but not described.
Data Interpretations	Yes - Assess No - Skip	Narration communicates key findings, trends, values, and conclusions.	Major conclusions are narrated but some supporting data omitted.	Data is presented visually without sufficient explanation.
Visual Evidence	Yes - Assess No - Skip	Narration explains visual evidence necessary to support understanding.	Most important evidence is described; secondary details may be omitted.	Visual evidence is relied upon but not adequately described.
Assessment Content	Yes - Assess No - Skip	All content needed to answer questions is available through narration.	Assessment is mostly accessible with only minor omissions.	Critical questions, prompts, images, or answer information is visual-only.

Overall Remediation Rule

Flag the digital media for additional remediation when:

- Any category receives **Does Not Meet**, or the missing information affects comprehension, task completion, decision-making, or assessment outcomes.
- Visual-only content communicates learning objectives, instructions, procedural steps, evidence, data, or assessment information.
- Narration relies on phrases such as "as shown here," "this chart," "the image below," or "watch what happens" without describing the visual content.