Blogging Rubric #2

Criteria	Unsatisfactory 0%	Limited 80%	Proficient 90%	Exemplary 100%	Rating
Content and Creativity **Weighting 40%**	Postings show no evidence of insight, understanding or reflective thought about the topic. Postings present no specific viewpoint and no supporting examples or links to websites or documents are provided, or the links selected are of poor quality and do not add any value to the information presented. Postings are do not stimulate dialogue and commentary and do not connect with the audience.	Postings provide minimal insight, understanding and reflective thought about the topic. Postings present a specific viewpoint but lack supporting examples or links to websites or documents, but not all links enhance the information presented. Postings are brief and unimaginative, and reflect minimal effort to connect with the audience.	Postings provide moderate insight, understanding and reflective thought about the topic. Postings present a specific viewpoint that is substantiated by supporting examples and links to websites or documents, but not all links enhance the information presented. Postings are generally well written with some attempts made to stimulate dialogue and commentary.	Postings provide comprehensive insight, understanding, and reflective thought about the topic by • building a focused argument around a specific issue or • asking a new related question or • making an oppositional statement supported by personal experience or related research Postings present a focused and cohesive viewpoint that is substantiated by effective supporting examples or links to relevant, up-to-date websites or documents that enhance the information presented. Postings are creatively and fluently written to stimulate dialogue and commentary.	
Voice **Weighting 20%**	Postings do not reflect an awareness of the audience and it is difficult to identify the author's voice. Postings do not reflect the author's personality and word choice does not bring the topic to life.	Postings are written in a style that does not fully consider the audience, and the author's voice is difficult to identify. Postings reflect almost no personality and little attempt is made to use effective word choices to bring the topic to	Postings are written in a style that is generally appropriate for the intended audience and an attempt is made to use a consistent voice. Postings reflect a bit of the author's personality through word choices that attempt to bring the topic to life.	Postings are written in a style that is appealing and appropriate for the intended audience and a consistent voice is evident throughout. Postings reflect the author's unique personality through expressive and carefully selected word choices that	

			life.	bring the topic to life.	
Text Layout; Use of Graphics and Multimedia **Weighting 20%**	Does not insert any graphics, or uses only low-quality graphics and multimedia, which do not enhance the content. Does not acknowledge any image or multimedia sources, either with a caption or an annotation.	Selects and inserts many low-quality graphics and multimedia which do not enhance the content. Acknowledges only a few multimedia and image sources and uses incomplete captions or annotations.	Selects and inserts graphics and multimedia that are mostly high quality and enhance and clarify the content. Acknowledges most image and multimedia sources with captions or annotations.	Selects and inserts high quality graphics and multimedia when appropriate to enhance the content's visual appeal and increase readability. Acknowledges all image and multimedia sources with captions or annotations.	
Timeliness and Tags **Weighting 10%**	Does not update blog within the required time frame. Does not categorize and tag the topic appropriately.	Updates blog when reminded; posts are often missing a date stamp. The post is not categorized and tagged appropriately.	Updates blog when required; most posts are date-stamped with the most current posting listed at the top. Post is categorized and tagged.	Updates blog as often or more often than required; all posts are date-stamped and the most recent posts are placed at the top of the page. Post is categorized and topics are tagged appropriately.	
Citations **Weighting 5%**	No images, media or text created by others display appropriate copyright permissions and do not include accurate, properly formatted citations.	Some of the images, media or text created by others does not display appropriate copyright permissions and does not include accurate, properly formatted citations.	Most images, media or text created by others display appropriate copyright permissions and accurate, properly formatted citations.	All images, media and text created by others display appropriate copyright permissions and accurate citations.	
Quality of Writing and Proofreading **Weighting 5%**	Written responses contain numerous grammatical, spelling or punctuation errors. The style of writing does not facilitate effective communication.	Written responses include some grammatical, spelling or punctuation errors that distract the reader.	Written responses are largely free of grammatical, spelling or punctuation errors. The style of writing generally facilitates communication.	Written responses are free of grammatical, spelling or punctuation errors. The style of writing facilitates communication.	
Comments					