



Blog Rubric

This rubric may be used for assessing individual blog entries, including comments on peers' blogs.

ELEMENT	Exemplary 3	Proficient 2	Partially Proficient 1	Unsatisfactory 0	POINTS
Content and Creativity	Postings provide comprehensive insight, understanding, and reflective thought about the topic.	Postings provide moderate insight, understanding, and reflective thought about the topic.	Postings provide minimal insight, understanding and reflective thought about the topic.	Postings show no evidence of insight, understanding or reflective thought about the topic.	___/3
	Postings present a focused and cohesive viewpoint that is substantiated by effective supporting examples.	Postings present a specific viewpoint that is substantiated by supporting examples.	Postings present a specific viewpoint but lack supporting examples.	Postings present no specific viewpoint and no supporting examples are provided.	___/3
	Postings are creatively and fluently written to stimulate dialogue and commentary.	Postings are generally well written with some attempts made to stimulate dialogue and commentary.	Postings are brief and unimaginative, and reflect minimal effort to connect with the audience.	Postings are written in a half-hearted, disjointed manner that reflects no awareness of effective communication.	___/3
Voice	Postings are written in a style that is appealing and appropriate for the intended audience and a consistent voice is evident throughout.	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 are written in a style that does not fully consider the audience, and the author's voice is difficult to identify.	Postings are carelessly written with no attempt to consider the audience and no awareness of author voice.	___/3

	Postings reflect the author's unique personality through expressive and carefully selected word choices that bring the topic to life.	Postings reflect a bit of the author's personality through word choices that attempt to bring the topic to life.	Postings reflect almost no personality and little attempt is made to use effective word choices to bring the topic to life.	Postings are devoid of any personality; words used are trite and unexpressive.	___/3
Organization	Uses a consistent organizational structure that is easy to follow and places the most recent posts at the top of the page.	Uses a generally consistent organizational structure, with the most current posting listed at the top.	Uses a loosely defined organizational structure that shows minimal awareness of the need for consistency.	Fails to provide a consistent organizational structure and shows no awareness of the need for consistency.	___/3
Timeliness	Updates blog as often or more often than required; all posts are date-stamped.	Updates blog when required; most posts are date-stamped.	Updates blog when reminded; posts are often missing a date stamp.	Fails to update blog within the required time frame.	___/3
Mechanics	Writes with no errors in grammar, capitalization, punctuation, and spelling.	Writes with minor editing errors in grammar, capitalization, punctuation, and spelling.	Writes with major errors in grammar, capitalization, punctuation and spelling. (3 or more errors)	Writes with numerous major errors in grammar, capitalization, punctuation and spelling. (More than 5 errors)	___/3
Text Layout	Effectively uses the blog software's text formatting capabilities to enhance the content's visual appeal and increase readability.	Uses some of the blog software's text formatting capabilities to enhance the content's visual appeal and increase readability.	Uses very few of the blog software's text formatting capabilities.	Uses none of the blog software's text formatting capabilities.	___/3
Hyperlinks	Includes links to relevant, up-to-date websites or	Includes links to websites or documents, but not all links	Includes links to websites or documents that add little	Does not include any links, or the links selected	___/3

	documents that enhance the information presented in the blog postings.	enhance the information presented in the blog postings.	value to the information presented in the blog postings.	are of poor quality and do not add any value to the information presented in the blog postings.	
Graphics and Multimedia	Selects and inserts high quality graphics and multimedia when appropriate to enhance and extend the content.	Selects and inserts graphics and multimedia that are mostly high quality and enhance and clarify the content.	Selects and inserts many low-quality graphics and multimedia which do not enhance the content.	Does not insert any graphics, or uses only low-quality graphics and multimedia, which do not enhance the content.	___/3
	Acknowledges all image and multimedia sources with captions or annotations.	Acknowledges most image and multimedia sources with captions or annotations.	Acknowledges only a few multimedia and image sources and uses incomplete captions or annotations.	Fails to acknowledge any image or multimedia sources, either with a caption or an annotation.	___/3
Citation	Consistently uses standard bibliographic format to cite all sources, including direct quotations.	Uses standard bibliographic format to cite sources most of the time.	Does not use standard bibliographic format to cite sources, and citations are incomplete.	Does not cite any sources.	___/3
	Accurately cites all sources of information to support the credibility and authority of the opinions presented.	Most sources are cited accurately, and support the credibility of the opinions presented.	Few sources are cited accurately, and they fail to adequately support the credibility of the opinions presented.	Does not provide any accurate information about sources used.	___/3
Comments and Contributions	Writes comments on other students' blog postings that are consistently	Writes comments on other students' blog postings that are generally positive,	Writes comments on other students' blog postings which often	Writes openly disrespectful and negative comments on other students' blog postings.	___/3

	positive, respectful, and succinct while providing a meaningful addition to the discussion.	respectful and add value to the discussion.	fail to show respect for other opinions.		
	Meets all goals and deadlines for posting comments on other students' blogs.	Meets most goals and deadlines for posting comments on other students' blogs.	Occasionally meets goals and deadlines for posting comments on other students' blogs.	Does not meet goals and deadlines for posting comments on other students' blogs.	___/3
TOTAL POINTS					___/48

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