

Blog Establishment Rubric

	1	2	3	4
Blog Organization	Blog is unorganized, hard to follow or navigate, non-working links, visually dissident.	Blog is clear to read, neat, and presentable All links and titles are easy to find. Blog is fairly easy to navigate.	Blog is easy to understand, clear to read and navigate, aesthetically appealing and relevant, all links and titles are easy to find.	Blog is easy to understand, easy to navigate, clear to read, aesthetically appealing and relevant, all links are working and titles are easy to find.
Text Layout, Use of Graphics and Multimedia	Does not insert any graphics, or uses only low-quality graphics and multimedia, which do not enhance the content.	Selects and inserts many low-quality graphics and multimedia which do not enhance the content.	Selects and inserts graphics and multimedia that are mostly high quality and enhance and clarify the content.	Selects and inserts high quality graphics and multimedia when appropriate to enhance the content's visual appeal and increase readability.
Voice	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 life.	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 bring the topic to life.

Grammar & Mechanics	<p>Significantly unclear or wordy prose Clear mismatches of level of formality and technicality to audience Some problems with sexist or racist language 6-7 grammatical, mechanical, or typographical errors Errors distract or unintentionally amuse users</p>	<p>Somewhat unclear or wordy prose Mostly good matching of level of formality and technicality to audience Gender- and culture-appropriate language 4-5 grammatical, mechanical, or typographical errors Errors affect usability</p>	<p>Almost always clear and succinct prose Good matching of level of formality and technicality to audience Gender- and culture-appropriate language 1-3 grammatical, mechanical, or typographical errors Errors mildly affect usability</p>	<p>Clear and succinct prose Excellent matching of level of formality and technicality to audience Gender- and culture-appropriate language No grammatical, mechanical, or typographical errors Errors do not affect usability</p>
Assignment Completion	<p>Does not adequately fulfill assignment Missing a significant part of the assignment</p>	<p>Fulfills assignment description Missing one or more minor parts of the assignment</p>	<p>Fulfills assignment description Includes all parts of the assignment</p>	<p>Fulfills assignment precisely and fully Includes all parts of the assignment</p>