

Criteria	Unsatisfactory 0% – 39%	Limited 40% – 54%	Proficient 55% – 69%	Exemplary 70% – 100%
Content and Creativity	Posts show no evidence of insight, understanding or reflective thought on the topic. Post do not demonstrate a specific viewpoint, no supporting examples or links to websites, or the links are of poor quality and do not add value to the information presented.	Posts provide minimal insight, understand and reflective thought about the topic. Posts present a specific viewpoint but lack supporting examples or links to websites, or not all links enhance the information presented.	Post provide moderate insight, understanding and reflective thought on the topic. Posts present a specific viewpoint that is substantiated by supporting examples or links to websites but not all links enhance the information provided.	Posts provide comprehensive insight, understanding and reflective thought on the topic by: 1) building focused argument around a specific issue; or 2) asking a new related question; or 3) making an oppositional statement supported by personal experience or related research. Posts present a focused and cohesive viewpoint that is substantiated by effective supporting examples and links to websites that are relevant, up-to-date, and enhance the information presented.
<i>Weight for this criterion: 40% of total score</i>	Posts don't stimulate dialogue or commentary and do not connect with the intended audience.	Posts are brief and unimaginative, and reflect minimal effort to connect with the intended audience.	Posts are generally well written with some attempts made to stimulate dialogue and commentary.	Posts are creatively and fluently written to stimulate dialogue and commentary.
Criteria	Unsatisfactory 0% – 39%	Limited 40% – 54%	Proficient 55% – 69%	Exemplary 70% – 100%
Voice	Posts do not reflect an awareness of the audience and it is difficult to identify the author's voice.	Posts are written in a style that does not fully consider the audience, and the author's voice is difficult to identify.	Posts are written in a style that is generally appropriate for the intended audience and an attempt is made to use a consistent voice.	Posts are written in a style that is appealing and appropriate for the intended audience and a consistent voice is evident throughout.
<i>Weight for this criterion: 20% of total score</i>	Posts do not reflect the author's personality and word choice does not bring the topic to life.	Posts reflect almost no personality and little attempt is made to use effective word choices to bring the topic to life.	Posts reflect a bit of the author's personality through word choices that attempt to bring the topic to life.	Posts reflect the author's unique personality through expressive and carefully selected word choices that bring the topic to life.
Criteria	Unsatisfactory 0% – 39%	Limited 40% – 54%	Proficient 55% – 69%	Exemplary 70% – 100%
Design, text layout, use of illustration and/or multimedia	Design is confusing and text difficult to read. No use of illustration or multimedia or use of poor quality images that do not enhance the content	Design supports legibility and readability. Some use of illustration or multimedia but only minimal enhancement to the content.	Design is appropriate for content. Good use of relevant illustration and/or multimedia to enhance and clarify the content.	Excellent design that supports both the accessibility and understanding of the blog and enhances legibility and readability. High quality and relevant images and/or multimedia enhance the content and result in visual appeal.
<i>Weight for this criterion: 20% of total score</i>	Does not acknowledge any image or multimedia sources, either by caption or annotation.	Acknowledges only a few images or multimedia sources with incomplete captions or annotations.	Acknowledges most images or multimedia sources with captions or annotations.	Acknowledges all images and multimedia sources with clear captions or annotations.
Timelines	Unsatisfactory 0% – 39%	Limited 40% – 54%	Proficient 55% – 69%	Exemplary 70% – 100%
<i>Weight for this criterion: 10% of total score</i>	Does not update blog with the required time frame.	Updates blog when reminded; posts are often missing a date stamp.	Updates blog when required; most posts are date-stamped with the most current posting listed at the top.	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.
Citations	Unsatisfactory 0% – 39%	Limited 40% – 54%	Proficient 55% – 69%	Exemplary 70% – 100%
<i>Weight for this criterion: 5% of total score</i>	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 do not include accurate, properly formatted citations.	Most images, media or text created by others display appropriate copyright permissions and include accurate, properly formatted citations.	All images, media or text created by others display appropriate copyright permissions and include accurate, properly formatted citations.
Criteria	Unsatisfactory 0% – 39%	Limited 40% – 54%	Proficient 55% – 69%	Exemplary 70% – 100%
Quality of Writing and Proofreading	Posts contain numerous grammatical, spelling or punctuation errors. The style of writing does not facilitate effective communication.	Posts include some grammatical, spelling or punctuation errors that distract the reader.	Posts are largely free of grammatical, spelling or punctuation errors. The style of writing generally facilitates understanding.	Posts are free of grammatical, spelling or punctuation errors. The style of writing facilitates communication.
<i>Weight for this criterion: 5% of total score</i>				

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