

Blog Posting

Student Name: _____

Score: _____

<i>Points</i>	1	2	3
Post components			
Title (If this is a group blog, include author's last name in title.)	Poor title choice. Very plain and dull.	Average title choice.	Excellent title choice. Engages reader.
Introductory Statement (Are the color choices appropriate?)	Poor introduction. Why would reader want to continue?	Average introduction.	Excellent Introduction. Really gets the reader's attention
Body (Just like an essay, this should fully develop your message.)	Poor organization, progression or description. Why am I even reading this?	Organization, progression or description is not fully developed.	Excellent organization and progression of message. Fully describes topic and engages reader.
Closing (Are graphics sized and cropped appropriately?)	Poor closing. Does not summarize article.	Average closing. Summary not properly developed	Excellent closing. Fully summarizes article and makes reader want to come back for more.
Graphics (Is the layout easy to follow? Navigation should be logical.)	No graphic = 0 Poor choice of graphic or poor size and crop.	Average choice of graphic. Could improve on size and crop.	Excellent choice of graphics. Proper size and crop.
Hyperlinks (If hyperlinks are included they should be formatted properly.)	Link does not work = 0 Poor choice of link text	Hyperlink text could be improved upon.	Excellent formatting of hyperlink.
Content (You are the expert designer. Write like one. Describe your problems and your successes.)	Article is short, superficial, irrelevant or shows only minimal understanding of the subject.	Article is relevant and shows good understanding of the subject.	Article shows considerable depth and understanding of the topic by referencing outside sources.
Mechanics			
Spelling and Punctuation	More than 3 errors	1-3 errors	No errors
Grammar	More than 3 errors	1-3 errors	No errors
Authors' perspective (Write article in First Person, conversational perspective)	Poor use of perspective or conversation. Why would reader want to continue?	Average use of perspective or conversation. Reader not fully engaged.	Excellent use of perspective. Reader feels engaged with author.