Blog Post Analytic Rubric—50 pts each (5%)

Criteria	9-10 pts	8 pts	7 pts	0-6 pts	SCORE
Content/Originality	Content is complete, accurate, relevant, AND offers new ideas. Clear evidence of going beyond material covered in class.	Content is complete, accurate, and relevant, but lacking in new ideas. Some evidence of going beyond material covered in class.	Content is incomplete, irrelevant, and/or contains inaccuracies. Little evidence of going beyond material covered in class.	Content is incomplete, irrelevant, and contains inaccuracies. No effort made to go beyond material covered in class.	
Writing Quality	Writing is crisp, clear, and succinct. The writer incorporates the active voice when appropriate and supports ideas with examples. No spelling, grammar, or punctuation errors are made.	Writing is generally clear, but unnecessary words are occasionally used. Meaning is sometimes hidden. Few (3) spelling, grammar, or punctuation errors are made.	Writing is generally unclear. Meaning is ambiguous. Many (5+) spelling, grammar, or punctuation errors are made.	It is hard to know what the writer is trying to express. Writing is convoluted. Misspelled words, incorrect grammar, and improper punctuation are evident.	
Writing Style	The style is engaging and appropriately colloquial for the blog post.	The style is appropriate for a blog post, but not very engaging.	The style is either too academic, or too patronizing for the audience.	The style is totally inappropriate for a blog post.	
Links	Information is gathered from multiple, research-based sources with embedded links.	Information is gathered from multiple sources, but links are not embedded.	Information is gathered from limited sources; links inactive or missing.	Information is gathered from a single source; no links or evidence of research.	
Visual appeal	Visually appealing, relevant pictures created for the post; design and formatting clear and effective.	Relevant pictures, but with little visual appeal; design and formatting shows some thought but distracts from post	Pictures are either irrelevant or not visually appealing; design and formatting are sloppy.	No pictures or totally irrelevant pictures; no thought put into the design of the post.	
TOTAL POINTS	**A:** 45-50; **B:** 40-44; **C:** 35-39; **D:** 30-34; **F:** 0-29				

Very loosely adapted from *http://www.mayo.edu/mayo-edu-docs/mayo-school-of-health-sciences-documents/grading-rubic.pdf*