

Website Draft and Final Rubric—100 pts total (10%)

Website/Homepage Draft (40 pts): This is mainly a credit/partial credit/no credit assignment; you are expected to submit the following for the draft of your website homepage:

Component	Point Value	Points Earned
Homepage is set-up as a blog page with a published/public URL	15	
Provides a clear theme or design template (can be edited/revised later)	15	
Provides a brief “About Me” blurb (on homepage or separate bio page)	10	
	Total Points	

Final Published Website (60 pts)

Criteria	18-20 pts	16-17 pts	14-15 pts	0-13 pts	SCORE
Content <ul style="list-style-type: none"> • Blog Homepage • Research Page • Narrative Page • Bio Page • Contact Page (optional) 	Finished website includes all required sections, organized under four separate tabs; all sections cohere with each other through a clear theme that links to class topics or materials.	Finished website includes all sections but two or more sections organized on the same page; all sections generally linked through a shared theme, though the theme might be obscure.	Content is incomplete; organized incorrectly or all on one page; an overall coherent theme but disconnected from the class topics.	Content is incomplete, irrelevant, and shows no effort at organization; no discernible theme and/or the content is disconnected from class topics.	
Bio Page	Fulfills all expectations for this section: a summary of your background; clear intro of the website; reflection on its connections to course topics.	Provides at least two required components; shows effort to reflect upon the website’s relation to the class topics and materials but on a superficial level.	Provides only one of the required components; offers incoherent or irrelevant points about the aims of the website or its connection to the class topics.	Does not provide a bio and/or the bio does not make any attempt to discuss how the website is connected to class topics or materials.	
Visual Appeal	Provides overall consistent design theme that makes meaningful and user-friendly links to each section; design is visually appealing with readable fonts and relevant images that do not overwhelm or detract from user experience.	Provides clear consistent design theme but user struggles to navigate between sections; provides relevant images but with little visual appeal; some elements of the design are too busy and distract from user experience.	Design theme is inconsistent or disconnected across each section of the website; images are either irrelevant or not visually appealing; user has difficulty navigating the website and/or reading content because of design flaws.	No thought has been put into the design of the website; content and images totally irrelevant or disconnected from each other; users cannot find things and/or the overall presentation of the website is unprofessional.	
TOTAL POINTS	A: 81-90; B: 72-80; C: 63-71; D: 54-62; F: 0-53				

Blog Post Rubric—single blog 50 pts each (5%) or comparative blog 100 pts each (10%)

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. Paragraph or sentence structure is too repetitive. 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.	
Empirical evidence	Information is gathered from multiple, research-based sources.	Information is gathered from multiple sources.	Information is gathered from a limited number of sources.	Information is gathered from a single source.	
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				

Option One: Thematic Research and Analysis Rubric—250 pts total (25%)

Criteria	45-50 pts	40-44 pts	35-39 pts	0-34 pts	SCORE
Content/Originality	Content is complete, accurate, relevant, AND offers new ideas. Coheres with and builds on themes of blog; provides strong and meaningful analysis of chosen topic or writer.	Content is complete, accurate, and relevant, and offers some originality. Some incoherent/unclear connections to blog themes; offers clear analysis but needs more depth	Content is incomplete, irrelevant, and/or contains several inaccuracies. Little evidence of originality or connections to blog themes; superficial analysis that lacks clear insights.	Content is incomplete, irrelevant, and contains multiple inaccuracies. No effort at originality; disconnected from blog theme and provides no analysis; mostly summaries and/or incoherent points.	
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 clear, but meaning is often obscure. Paragraph or sentence structure is too repetitive. Few (3) 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 appropriate for a personal website or online writing.	The style is appropriate for a personal website or online writing, but not very engaging.	The style is either too academic, or too patronizing for the audience; professional but disengaged.	The style is totally inappropriate for a personal website or online writing; lacks any professionalism.	
Research	Information is gathered from multiple, relevant and reliable web-based sources. Provides clear links to sources embedded in the analysis.	Uses multiple sources, but some are irrelevant or unreliable. Provides links to sources but in a way that is confusing or disconnected from the analysis.	Information is gathered from a limited number of sources. No links provided to sources and/or sources generally unreliable or irrelevant.	Information is gathered from a single source or page provides no empirical evidence or research.	
Visual Appeal	Visually appealing, relevant pictures; design and formatting clear and effective.	Relevant pictures, but with little visual appeal; design and formatting shows some thought but is distracting.	Pictures are either irrelevant or not visually appealing; design/formatting are sloppy or lack little connection the website theme.	No pictures or totally irrelevant pictures; no thought put into the design of the page.	
TOTAL POINTS	A: 225-250; B: 200-224; C: 175-199; D: 150-174; F: 0-149				

Option Two: Creative/Personal Narrative Rubric—250 pts total (25%)

Criteria	45-50 pts	40-44 pts	35-39 pts	0-34 pts	SCORE
<p>Content/Originality 100 pts (50x2)</p>	<p>Content is relevant, original, and uses a clear mode or genre of storytelling. Coheres with and builds on themes of blog and course topics; provides a meaningful and compelling narrative that fully engages readers.</p>	<p>Content is relevant and offers some originality. The mode of storytelling is somewhat unclear in its connections to the rest of the website or course topics; narrative is meaningful for the author but not always engaging for readers.</p>	<p>Content is irrelevant shows little evidence of originality or connections to website themes and class topics; minimal effort at providing a clear narrative that sustains reader interest.</p>	<p>Content is incomplete, irrelevant, and shows no effort at originality; disconnected from website theme and class topics; mostly incoherent and/or a fragmented narrative that fails to engage readers.</p>	
<p>Writing Quality 50 pts</p>	<p>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.</p>	<p>Writing is clear, but meaning is often obscure. Paragraph or sentence structure is too repetitive. Few (3) errors are made.</p>	<p>Writing is generally unclear. Meaning is ambiguous. Many (5+) spelling, grammar, or punctuation errors are made.</p>	<p>It is hard to know what the writer is trying to express. Writing is convoluted. Misspelled words, incorrect grammar, and improper punctuation are evident.</p>	
<p>Writing Style 50 pts</p>	<p>The style is engaging and personal and appropriate for the audience or mode of storytelling.</p>	<p>The style is appropriate for a personal narrative, but not very engaging.</p>	<p>The style is either too academic, or too patronizing for the audience; professional but disengaged.</p>	<p>The style is totally inappropriate for a creative mode of writing; lacks any professionalism or thought to potential audience.</p>	
<p>Visual Appeal 50 pts</p>	<p>Narrative incorporates visually appealing, relevant pictures, images, or new media tools; design and formatting clear and effective, coheres with the narrative and overall website.</p>	<p>Relevant pictures, images but with little visual appeal; uses new media but poorly executed; design and formatting distracting or disconnected from the narrative or rest of website.</p>	<p>Pictures and images are either irrelevant or not visually appealing; no attempt at incorporating new media tools; design/formatting are sloppy or lack little connection to the narrative or the website theme.</p>	<p>No pictures or totally irrelevant images; no use of new media tools, no evidence of thought put into the design of the page.</p>	
<p>TOTAL POINTS</p>	<p>A: 225-250; B: 200-224; C: 175-199; D: 150-174; F: 0-149</p>				