

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				

Finalized Website Rubric—50 pts total (5%)

Criteria	25 pts	20 pts	18 pts	16 pts	SCORE
<p>Content</p> <ul style="list-style-type: none"> • Homepage • Blogs • Final Project • Contact (optional) 	<p>Finished website includes all required sections, organized under five separate tabs; all sections cohere with each other through a clear theme in design and course topics.</p>	<p>Finished website includes all sections but two or more sections organized on the same page; all sections generally linked through a shared theme.</p>	<p>Content is incomplete; organized incorrectly or all on one page; an overall coherent design theme but disconnected from the class topics.</p>	<p>Content is incomplete, irrelevant, and shows no effort at organization; no discernible theme and/or the content is disconnected from class topics.</p>	
<p>Navigation</p>	<p>Links between different sections of the website are easy to navigate; all hyperlinks to web pages, videos, or other online sources are active; all links are integrated as text and embedded in the written content of the page.</p>	<p>Navigation between sections is clear and accessible; all hyperlinks to web pages, videos or other online sources are active; one or more links are not integrated as text and embedded in the written content of the page.</p>	<p>User has difficulty navigating the website; one or more of the hyperlinks to web pages, videos or other online sources are broken, inactive, or irrelevant; links are not integrated as text and embedded in the written content of the page.</p>	<p>Users cannot find things within the website and/or navigation is confusing; missing any hyperlinks to web pages, videos or other online sources, or links are not clearly visible on the website.</p>	
<p>Homepage</p>	<p>Fulfills all expectations for this section: a summary of your background; clear intro of the aims of the website; reflection on its connections to course topics.</p>	<p>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.</p>	<p>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.</p>	<p>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.</p>	
<p>Visual Appeal</p>	<p>Provides overall consistent design theme that makes meaningful connections between each section; design is visually appealing with readable fonts and relevant images that do not overwhelm or detract from user experience.</p>	<p>Provides clear consistent design theme; provides relevant images but with little visual appeal; some elements of the design are too busy and distract from user experience.</p>	<p>Design theme is inconsistent or disconnected across each section of the website; images are either irrelevant or not visually appealing; and/or it is difficult to read content because of design flaws.</p>	<p>No thought has been put into the design of the website; content and images are totally irrelevant or disconnected from each other, or the overall presentation of the website is unprofessional.</p>	
<p>TOTAL POINTS</p>	<p>A: 90-100; B: 80-89; C: 70-79; D: 60-69; F: 0-59</p>				