

Student Name:

CATEGORY	8-10 points	7 points	4-6 points	0-3 points	Your Score	Weighted %
<b>Writing:</b> Intro = 5% Weight	Creative title intrigues reader and overall the introduction builds curiosity about the topic. The topic clearly is or leads into material clearly related to <a href="#">course topic</a> . Blog focus is concisely and clearly described.	Blog focus is described. Title is interesting. In general, introduction lends itself to establishing content related to <a href="#">course topic</a> .	The title is generic and may not draw readers. The topic may be unclear or unrelated to remaining blog content. Introduction may be largely self-involved and does not establish relevance/important to readers. May include terminology from class inappropriate for introduction.	Introductory paragraph is largely missing or does not establish material related to <a href="#">course topic</a> . Title is unrelated to content. May include terminology or wording unfamiliar to most readers. <a href="#">May be written as if reader has knowledge of class content, rather than for a broad public audience outside of this course.</a>		0
<b>Writing:</b> Build Curiosity & Context = 10% Weight	Discussion of how this topic relates to others, is important, and/or what other sources are saying about this topic includes ideas or facts new to many readers, is innovative, and thoughtful.	The topic is related to others or explained as important adequately, but may not be as creative, well-informed, or thoughtful as the upper-level category.	A perfunctory attempt is made to establish importance or relevancy to others, but this attempt may fail to engage many readers. May include terminology from class inappropriate for introductory materials. <a href="#">See assignment sheet for how to develop this paragraph.</a>	How this topic relates to others or is important is largely missing. Post may be largely self-involved. <a href="#">May be written as if reader has knowledge of class content, rather than for a broad public audience outside of this course. See assignment sheet for how to develop this paragraph.</a>		0
<b>Writing:</b> Analysis = 30% Weight	LEE pattern specifically references class material for analysis, provides correct paraphrased explanations, and gives vivid related examples. All points of analysis are skillfully related to one another.	LEE pattern includes all elements, but some information is implied rather than explained, slightly erroneous, unclear, or needs to be better paraphrased. Examples may not as clearly relate to the class material.	One or more elements of the LEE pattern are missing, or the explanation is entirely quoted from the text with little or no attempt at paraphrasing. Examples may not clearly relate to the class material.	Section is largely or entirely missing. Explanations are largely erroneous or examples may not relate. How class material was incorporated into this analysis may be largely unclear.		0

<p><b>Writing:</b> Insight / Conc. = 10% Weight</p>	<p>Writer challenges readers to think about this topic in a new way by: 1) posing insightful questions and prompting others to respond, or 2) giving vivid and interesting explanations as to why these new ideas matter to readers, a particular group, or society at large; or 3) Explains how the new ideas in the blog can expand or improve interactions or lives.</p>	<p>Writer concludes blog by largely summarizing what had been stated previously. Section may not establish why these new ideas are important in a significant way.</p>	<p>Writer brings in new ideas, but these are not supported by the material discussed in the blog or appear somewhat unrelated.</p>	<p>Section is largely or entirely missing.</p>
<p><b>Visual</b> = 10% Weight</p>	<p>Visual elements work well to organize material for reader understanding. Paragraphs are appropriately sized. All sub-headings, images, picture captions and graphics enhance content and create thought-provoking interest. Use of text boxes, fonts, point size, bullets, italics, bold or indentations establish key ideas. 1 or more visual elements intrigue readers while enhancing the ideas of the blog. Text is wrapped around visual images.</p>	<p>Some attention to creating visual elements is evident, but it is not executed as well as top-level. Some paragraphs may be too long or too short/choppy to invite easy reading. Picture captions, sub-headings or highlighted key statements may need to be included. Visual element is appropriate, but text may not wrap around it or it may not be placed near relevant content.</p>	<p>Visual elements distract from writer's ideas because they are inappropriate, unrelated, poorly sized, physically covering text, etc. Visual element may be included with no explanation as to why it is there, and/or may be placed near unrelated content. May be missing picture caption. Multiple picture captions, sub-headings or highlighted key statements may be missing.</p>	<p>Visual elements are largely or entirely missing. Paragraphs may be largely missing leading to a long "block" of text making it hard for readers to determine key ideas.</p>

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<p><b>Sources / Citation</b> = 30% Weight</p>	<p>2 or more credible, relevant sources are included and cited correctly. All sources meet credibility criteria and are timely. May include a well-explained reference to a scholarly resource. Artistic elements are cited using embedded link back to source material.</p>	<p>2 credible, relevant sources are included and mostly are cited correctly. All sources meet major credibility criteria and generally are timely. Sources are cited, but may require more information in the text of the blog for the reader to understand the point being made. Artistic elements may be poorly cited.</p>	<p>1 credible source is included. 1 or more sources may not be relevant especially to the topic or be may be referenced in such a way its unclear how the source informs the blog post. Some sources may be poorly cited or missing citations. Artistic element may contain no citation and simply link back to the student's blog page.</p>	<p>Overall, sources do not meet credibility criteria or 1+ source is egregiously non-credible. Sources may appear to be randomly selected to only meet requirements without attention given to their relevancy. Overall, citation largely or entirely missing.</p>
<p><b>Overall</b> = 5% Weight</p>	<p>Blog makes an outstanding addition to student's body of work by providing a strong example of student's ability to research for and write within this context. Writing is lucid, grammatically correct, and error free. Content is ethical/appropriate and serves as outstanding representation of the student, the XX program, and Longwood education.</p>	<p>Blog largely follows assignment requirements and is ethical/appropriate. However, as average work, it may not be the strongest demonstration of logic, creativity, or writing to future employers/other readers.</p>	<p>Blog is inconsistent in terms of theme and focus. Material contained within may be of questionable appropriateness for a public audience. May largely ignore ethical scholarly/communication criteria. Overall, does not provide evidence to support use within a wider body of work to represent abilities/knowledge.</p>	<p>Overall, blog may contain egregious errors in terms of appropriateness for this class or a representation of abilities/knowledge. May ignore ethical scholarly/communication criteria.</p>
<p><b>Writing Error Deduction</b></p>	<p><b>0</b></p>	<p><b>.25-4%</b></p>	<p><b>5-9%</b></p>	<p><b>10-20%</b></p>
	<p>No significant writing, spelling, or grammatical errors present. Blog is tagged and categorized correctly. Blog uploaded turnitin.com link on time.</p>	<p>Minor writing, spelling, or grammatical errors present. May have not tagged post with Xxcourse name or Xxstudent name, or categorized it as XXsubject. Blog uploaded turnitin.com link on time.</p>	<p>Several significant writing, spelling, or grammatical errors present. May have not tagged post with Xxcourse name, Xxstudentname, or categorized as XXsubject. May have failed to upload to turnitin.com link.</p>	<p>Numerous significant writing, spelling, or grammatical errors present. May have not tagged post with Xxcourse name, Xxstudentname, or categorized as XXsubject. May have failed to upload to turnitin.com link.</p>

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