

Blog Title:
Name:
Block:

	Advanced—4	Proficient—3	Needs Improvement—2	Not Yet Meeting—1
Content				
Required Content Blog Posts	The blog contains 5 complete blog posts reflecting the 5 different assigned article styles. All posts are complete, of appropriate length, and demonstrate a strong, clear connection to the overall topic.	The blog contains 5 complete blog posts reflecting the 5 different assigned article styles. All posts are complete and are generally related to the overall blog topic.	The blog contains 3-4 complete blog posts reflecting a limited selection of the assigned article styles. All posts are complete and are generally related to the overall blog topic.	The blog contains only 1-2 complete blog posts, thus leaving numerous posts incomplete and reflecting only 1 or 2 of the assigned article styles.
Variety & Quality of Content	The collection of content is cohesive, shows variety, and demonstrates creative thinking in response to the overall blog topic. Each blog post reflects an insightful, original & distinctive perspective in comparison to the other posted content.	The collection of content appears cohesive, and shows some variety and evidence of creative thinking in response to the overall blog topic. Each blog post reflects a clear differentiation in perspective in comparison to the other posted content.	The collection of content attempts to show some cohesion, and may be limited in variety and evidence of creative thinking. There is some repetition across the website/blog.	The collection of content may be complete, but does not appear cohesive and does not demonstrate variety or creativity. Posted content is highly repetitive across all sections of the website/blog.
Organization & Layout	Blog has excellent structure and the elements of the website/blog are laid out in a logical, effective and/or creative manner. The site is easy to navigate, and each blog post is distinct.	Blog has clear structure and the elements of the website/blog are laid out in a logical manner. The site is easy to navigate, and each blog is distinct from the others.	Blog has some structure and organization, though lacks unity because of occasional confusing or unnecessary elements; at times the site is difficult to navigate.	The structure of the blog is greatly lacking and often disorienting, interfering with one's ability to navigate through specific content or the blog as a whole.
Visuals <i>Image & Video</i>	Each section of the blog uses engaging & relevant visuals. Colour is used. Visuals are strategically/creatively placed and varied to enhance the reader's overall experience.	Each section of the blog uses relevant visuals, that are varied across the blog. The visuals are clearly related to the topic, and do not distract from the reader's overall experience.	Each section of the blog uses visuals. However, the visuals may be loosely related, awkwardly integrated, or at times are distracting to the reader.	Visuals are lacking or integrated awkwardly throughout the blog. Visuals may be unrelated to the blog topic(s) and are distracting to the reader.
Sources	All sources (information, images, videos, etc.) are relevant & specific to the content of the blog. All sources are smoothly integrated and accurately cited/documentated.	All sources are relevant & specific to the content of the blog. All sources are clearly integrated and accurately cited/documentated.	Sources are present within most sections of the blog, and are related to the blog and/or post topic. Most sources are accurately and consistently cited/documentated across the blog as a whole.	Sources and incorporation of supporting evidence may be attempted, but may not be specific/relevant to the blog and/or post topic. Sources may be inconsistently or inaccurately documented across the blog.
Conventions & Mechanics <i>Written content, captions & headings</i>	The blog is proofread thoroughly with only 1 or 2 errors that do not interfere with the reader's understanding.	Blog has between 3 to 5 simple errors, that do not interfere with the reader's understanding.	Blog has between 6 to 8 errors, and begin to interfere with the reader's understanding.	Blog has more than 9 errors, interfering with the reader's understanding; shows little to no evidence of proofreading.

Comments:

Total: _____