

Blog Rubric

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Below is a developing rubric for the content of blog posts used in a 15-week Advanced Writing course. Please adapt, share, and use as you'd like. Send any thoughts, questions, or suggestions to mark c marino at gmail.

The assignment: Students can blog on the topic of their choosing. Must be driven by critical questions. Topics can be drawn from their major, chosen profession, or some other issue or topic they hope to explore in weekly posts throughout the semester.

{Note, this rubric pertains to learning the most effective style of blogging as it is done in the world of academia, professional circles, and beyond, rather than using blogging as an online forum for posting a conventional writing course essay.}

Grade	A	B	C	D	F
Content	A compelling and complex, focused meditation well linked to and situated within the discourse on the Web and elsewhere. Detailed and intriguing content, well chosen in the service of a larger point. Well supported with vivid examples.	An interesting post with a good focus, connected to at least some other discussion on the Internet. Answers the questions of the prompts well, adds key details and good examples throughout.	A set of observations with weak or no ties to discussions online Adequately meets the requirement of the prompt. Answers all major questions at a basic level	Sentences loosely tied to a theme aired in a vacuum (which is impossible). Does not answer or insufficiently answers the content questions you or I pose. Off-topic	Lacks sufficient content to deliver main idea.

Voice (Goes hand in hand with Style)	Very distinctive, engaging voice that draws in the reader and characterizes the persona very well.	Good clear, consistent voice, characterizes the persona strongly in places.	Indistinct or unregulated voice marked by inconsistencies or lack of style.	A dearth of voice.	Too many problems to develop voice.
Structure	Very clear and fluid structure, articulating a complex argument with grace. Structural cues are almost imperceptible.	Strong arrangement of the ideas in a clearly marked structure.	Basic structure, basically answering questions of the blog in order.	Lacks structure.	Unstructured or chaotically structured.
Style (Goes hand in hand with Voice)	Begins with an amazing hook and ends with a resonant conclusion. Very smooth fluid prose. Exceptional mix of sentence styles. Strong use of rhetorical devices. Writing powerful without calling attention to itself.	Begins with a good hook and strong conclusion. Prose is clear and flows well. Some sentence variety. Detailed language. Occasional rhetorical devices.	Begins in an ordinary way, merely ends. The prose is readable but not particularly fluid.	Many awkward sentences, imprecise language. Very difficult prose.	No style to speak of.
Blogging Convention	Contains links smartly embedded in the article, situating the blogger's post within the larger network of posts. Keywords well-seeded for SEO. Quotations presented using blockquote tags, clearly	Contains links documenting the sources and references. Some keywords. Blockquotes clearly formatted and cited.	Contains minimal links, bluntly pasted in. Keywords rare, less specific language. Quotations poorly integrated, not clearly attributed.	Misses necessary links.	Completely overlooks blogging convention

	attributed with links back.				
Grammar	No grammatical or usage errors.	Few grammatical errors.	Repeated or frequent grammatical errors .	A sea of grammatical errors.	Grammar errors obstruct legibility greatly.

Extras: Additionally consider using:

- images to illustrate your points that observe copyright and copyleft policies
- embedded videos that illustrate or complement your point