

Blogger Rubric

| | 4 | 3 | 2 | 1 |
|------------------|---|---|--|--|
| Ideas | Blog stays on topic and gives readers important or interesting information regarding the topic | Blog slightly veers off topic. | Blog strays from the topic. | The information presented in the blog is inconsistent |
| Organization | Blog includes a topic sentence, ideas (supported by details), a conclusion, and transitions | Blog lacks some organizational details. | Blog lacks several organizational details. | The blog is disorganized and confusing. |
| Word Choice | Blog only uses interesting and appropriate words to clearly convey their message. | Most of the word choices were appropriate and interesting. | Some of the word choices were appropriate and interesting. | Very few of the word choices were appropriate and interesting. |
| Sentence Fluency | Blog includes a variety of sentence length for an appealing flow. No run-on sentences or sentence fragments are included. | There are few errors in sentence structure or there is no variation in sentence length. | There are some errors in sentences structure. | There are several errors in sentence structure. |
| Voice | Blog conveys a sense of the author's writing style while maintaining an academic voice, suited to their audience. | The author strays from academic formality on few occasions. | The author's voice is more informal than formal. | The author's voice is not appropriate for their audience |
| Conventions | Blog follows | There are few | There are some | There are |

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| | grammar rules and includes correct punctuation, capitalization, and spelling. It is formatted appropriately with indentions and paragraph breaks | errors in grammar, capitalization, punctuation, spelling, or formatting. | errors in grammar, capitalization, punctuation, spelling, or formatting. | several errors in grammar, capitalization, punctuation, spelling, or formatting. |
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