

Blogging and Website Design Rubric

	Blog			Website	
	Conceptual	Rhetoric and Language	Organization and Citation	Rhetorical/Conceptual	Visual Design
A	Expresses a clear and meaningful position; relates to pertinent, current topics; ideas original, considers multiple perspectives and makes numerous connections; well-chosen examples; fluidly integrates examples with analysis; reflects in-depth, complex engagement with topic; blogposts exhibit a development of ideas over time	Finely attuned to audience and purpose; well-defined ethos; awareness of appropriate genre; sharply focused around assigned prompts; expresses pertinence of subject matter; anticipates reader's need for information, explanation, context; engages audience Elegant voice; uses sophisticated sentences effectively; few minor technical errors	Structure and organization adhere to blog form; cohesive, developing paragraphs; smooth, effective transitions; organization seems particularly apt; use of reliable, properly cited, sources	Finely attuned to audience, and purpose; depicts clear position; reflects in-depth, complex engagement with topic; site map logically organized and supporting overall purpose; subpages convey distinct purpose and connection to whole; strong attention to webspace as tool for constructing meaning	Design captures audience, emphatically conveys purpose and context; provokes audience attention; site intuitive; colors and font are used consistently and enhance purpose and comprehensibility; headings frame purpose; images properly cited and integrated; tables and other diagrams seamlessly integrated; design enhances the way audience receives message
B	Articulates a meaningful position; relates to current topics that are mostly pertinent; ideas move beyond the obvious; attempts to consider multiple perspectives and often makes connections; good attempts at integration of examples and analysis (some summary or description); reflects engagement with topic; some repetition of ideas already presented	Reveals awareness of audience, and purpose; consistent ethos, genre; responds to assigned prompts; mostly expresses pertinence of subject matter; addresses the reader's need for information, explanation, context; sometimes prompts responses from others sentences are clear, though not always elegant; may have problematic word choice, use cliché, exhibit occasional general or absolute language	Structure and organization mostly adhere to blog form; cohesive paragraphs; articulated transitions; solid organization; sources are mostly reliable; a few sources may not be properly cited;	Shows attention to audience, purpose; expresses a position; reflects engagement with the topic; site map coherent (though not always intuitive); subpages convey purpose; basic awareness of webspace as tool for constructing meaning	Design engages audience; represents purpose and context; usually grabs audience attention persuasively (sometimes overwhelms or distracts); colors and fonts mostly used to enhance purpose but sometimes distracting, headings don't always frame purpose; images, tables, and other diagrams sometimes inserted without integration; design is clear and consistent with purpose; minor inconsistency of design elements
C	Attempts to present a position, but mostly description and summary; topic may not be immediately pertinent, little consideration of other perspectives, basic development of ideas over time; fair engagement with topic; commonly rehashes ideas already presented	Some lack of awareness of audience and purpose; inconsistent ethos, genre; adequate response to assigned prompts; occasionally resorts to overly-personal or confessional narrative or reflection; pertinence of subject matter sometimes unclear Overuse of cliché, general or absolute language; more frequent wordiness; unclear, awkward sentences.	Structure and organization do not fully adhere to blog form; may adopt the conventions of other genres; some non-cohesive paragraphs; some repetition of ideas; sources sometimes unreliable or improperly cited; makes attempt to cite correctly;	Some lack of audience awareness, purpose; positions sometimes not clear or ordered; reflects basic engagement with topic; site map unintuitive or illogically organized in places; some subpages do not convey purpose; some lack of awareness of webspace as tool for constructing meaning	Design generally engages audience; inconsistent purpose and context; only occasionally grabs audience attention, or does so unintentionally; colors and fonts generally distracting or conflict with purpose; headings imprecise and sometimes disconnected from purpose; images, tables, and other diagrams cited but often not integrated; design somewhat separate from purpose
D	Unfocused, exhibits no clear position; no consideration of other perspectives; makes no connections; little evidence of engagement with topic; no development of ideas over time	Unaware of audience, purpose, genre; weak ethos, unaware of voice and appropriate diction; inadequate response to assigned prompts; often relies on overly-personal or confessional; pertinence of subject matter unclear; violates the privacy of others	Structure and organization unclear; no logical development; paragraphs not unified, digresses; repeats ideas; uses few and inappropriate sources; sources often not cited; major grammatical or proofreading errors	Unaware of audience, purpose; positions are unclear or disorganized; does not engage adequately with topic; unintuitive organization; subpages do not convey purpose, may repeat information; unaware of webspace as tool for constructing meaning	Design confuses audience; undermines purpose and context; draws audience attention to unintended elements; visuals may be offensive or inappropriate and be used only as decoration or to fill space; design elements function independent of intended purpose
F	Missing, incomplete, plagiarized				