

## ED3484 Blog Assignment Rubric

This rubric will help you pinpoint the ways in which your blog isn't doing everything it could do. If a blog seems to fall between categories, feel free to score it with in-between points. Please provide comments to clarify or encourage. Be specific if you see it helpful.

| Category                  | Beginning<br>0 - points  | Developing<br>2 - points   | Accomplished<br>4 - points   | Score |
|---------------------------|--|--|--|-------|
| <b>Overall</b>            | The blog fails to meet the assignment outcomes and does not implement what is defined in the rubrics categories. The blog is not engaging and does not encourage learning.                                 | The blog meets half the assignment outcomes and still requires work to represent all that is defined within the categories of the rubric.  | The blog meets or exceeds the assignment outcomes and all the categories within the rubric are well represented. The blog and every post facilitate learning. The blog is a fun place to visit and encourages your audiences return. |       |
| <b>GOOD CONTENT (70%)</b> |  |  |  |       |
| <b>Variety</b>            | The content does NOT contain a variety of educational objectives; <ul style="list-style-type: none"> <li>• Procedural knowledge</li> <li>• Declarative knowledge</li> <li>• Strategic knowledge</li> </ul> | Some of the content contains a variety of educational objectives; <ul style="list-style-type: none"> <li>• Procedural knowledge</li> <li>• Declarative knowledge</li> <li>• Strategic knowledge</li> </ul> | The content contains a variety of educational objectives; <ul style="list-style-type: none"> <li>• Procedural knowledge</li> <li>• Declarative knowledge</li> <li>• Strategic knowledge</li> </ul>                                   |       |
| <b>Format</b>             | The educational objectives are NOT in "A-B-C-D" format.  | The educational objectives are sometimes in "A-B-C-D" format.  | The educational objectives are in "A-B-C-D" format.  |       |
| Comments:                 |  |  |  |       |
| <b>GOOD LOOKS (30%)</b>   |  |  |  |       |
| <b>Audience</b>           | Intended Audience and subject are unknown and the posts give no indication of these two blog attributes.   | Intended Audience and subject are vague and the posts do not assist in clarifying these two blog attributes.   | Intended audience and subject are clearly presented and all posting reaffirm these two blog attributes.  |       |
| <b>Context</b>            | The context of the educational environment is unknown and not clearly displayed within the blog or its posts.  | The context of the educational environment is known, though not clearly displayed. The blog posts do not represent the context.  | The context of the education environment is well presented and utilized by the blog and its posts.   |       |
| <b>Posts</b>              | Less than five posts are present and their subject matter is not consistently targeted to the chosen audience. Post titles are not related to the content of the post.                                     | Between five and ten posts are present and the post subject stray from the audiences curriculum. The wording of the post detracts from learning. Post title does not related directly to post content.     | Greater than twelve well thought out posts are present. Posts are succinct and fit directly within the target audiences' curriculum. Title of the post relates directly to the post content.   |       |
| <b>Content</b>            | Content is not age appropriate and does not fit within the targeted curriculum. Post length does not encourage readability. Posts have limited learning value.   | Content is age appropriate though it does not fit within the targeted curriculum. The posts do not create as strong a learning challenging as they could.  | Content is age appropriate and fits within the targeted curriculum. The length of the post encourages readability. The posts encourage thinking and learning.  |       |
| <b>Multimedia</b>         | Blog is all text and the use of multimedia has been ignored.   | Some multimedia is present. The multimedia does not always enhance learning or understanding. It seems as though the multimedia was used for the sake of using multimedia.                                 | Appropriate use of all types of multimedia within posts. Multimedia relates to the post subject and enhances learning and understanding. A good variety of multimedia has been used.   |       |
| <b>Aesthetics</b>         | Any of the fonts, graphics, colors, multimedia and formatting create distractions from the content and severely reduce learning and readability.   | A beginning use of appropriate fonts, graphics, colors, multimedia and formatting are present. Learning could be optimized with better use of multimedia.  | Font, graphics, colors, multimedia and formatting encourage understanding and are appropriate for the intended audience.   |       |
| <b>Usability</b>          | Hyperlinks and/or multimedia links do not work or are non-existent. Blog does not follow standard formatting or navigation styles. More than 10 error occurred.  | Posts and multimedia are hyperlinked with no more than five errors through-out the entire blog. The blog navigation requires more thorough thought and testing.  | Posts and multimedia are properly hyperlinked with no more than two errors through-out the entire blog. The blog is easily navigated.  |       |
| Comments:                 |  |  |  |       |

Blog Author Name:

Blog Assessor Name:

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