

Swank Class Blog Rubric

	4	3	2	1
FOCUS The single controlling point made with an awareness of task (mode) about a specific topic.	Sharp, distinct controlling point made about a single topic with evident awareness of task (mode).	Apparent point made about a single topic with sufficient awareness of task (mode).	No apparent point but evidence of a specific topic.	Minimal evidence of a topic.
CONTENT The presence of ideas developed through facts, examples, anecdotes, details, opinions, statistics, reasons and/or explanations.	Substantial, specific and/or illustrative content demonstrating strong development and sophisticated ideas. Clearly promotes discussion and/or responds to posts written by others.	Sufficiently developed content with adequate elaborations or explanation. May or may not promote discussion and/or respond to posts written by others.	Limited content with inadequate elaboration or explanation. May or may not promote discussion and/or respond to posts written by others.	Superficial and/or minimal content. May or may not promote discussion and/or respond to posts written by others.
ORGANIZATION The order developed and sustained within and across paragraphs using transitional devices and including introduction and conclusion.	Sophisticated arrangement of content with evident and/or subtle transitions.	Functional arrangement of content that sustains a logical order with some evidence of transitions.	Confused or inconsistent arrangement of content with or without attempts at transition.	Minimal control of content arrangement.
STYLE The choice, use and arrangement of words and sentence structure that create tone and voice.	Precise, illustrative use of a variety of words and sentence structures to create consistent writer's voice and tone appropriate to audience.	Generic use of a variety of words and sentence structures that may or may not create writer's voice and tone appropriate to audience.	Limited word choice and control of sentence structures that inhibit voice and tone.	Minimal variety in word choice and minimal control of sentence structures.
CONVENTIONS Grammar, mechanics, spelling, usage and sentence formation.	Evident control of grammar, mechanics, spelling, usage and sentence formation.	Sufficient control of grammar, mechanics, spelling, usage and sentence formation.	Limited control of grammar, mechanics, spelling, usage and sentence formation.	Minimal control of grammar, mechanics, spelling, usage and sentence formation.

NAME: _____

Blog Topic: _____

Date: _____

Parent Signature: _____