

Criteria	Unsatisfactory - 50%	Limited – 80%	Proficient – 90%	Exemplary – 100%	
Content, Creativity, and Topic Choice 25% of total score	<p>Postings show no evidence of insight, understanding or reflective thought about the topic.</p> <p>Postings present no specific viewpoint and no supporting examples or links to websites or documents are provided, or the links selected are of poor quality and do not add any value to the information presented.</p>	<p>Postings provide minimal insight, understanding and reflective thought about the topic.</p> <p>Postings present a specific viewpoint but lack supporting examples or links to websites or documents that might enhance the information presented.</p>	<p>Postings provide insight, understanding and reflective thought about the topic.</p> <p>Postings present a specific viewpoint that is substantiated by supporting examples and links to websites or documents, but not all links enhance the information presented.</p>	<p>Postings provide comprehensive insights, understanding and reflective thought about the topic by ... building a focused argument around a specific issue or ...asking a new or related question or ...making a clear statement supported by personal experience or research</p> <p>Postings present a focused and cohesive viewpoint that is substantiated by effective supporting examples or links to relevant, up-to-date websites or documents that enhance the information presented.</p>	
Text Layout, Use of Graphics and Multimedia 25% of total score	<p>Does not insert any graphics, or uses only low-quality images and multimedia, which do not enhance content.</p> <p>Does not acknowledge any image or multimedia sources, either with a caption or an annotation.</p>	<p>Selects and inserts many low-quality graphics and multimedia which do not enhance the content.</p> <p>Acknowledges only a few multimedia and image sources and uses incomplete captions or annotations</p>	<p>Selects and inserts high quality graphics and multimedia that enhance the clarity the content.</p> <p>Acknowledges most image and multimedia sources with captions or annotations.</p>	<p>Selects and inserts high quality graphics and multimedia when appropriate to enhance the content’s visual appeal and increase readability.</p> <p>Acknowledges all image and multimedia sources with captions and annotations.</p>	

<p>Persona: Is the persona distinctive, consistent and targets a specific audience? 25%</p>	<p>Postings do not reflect the author's persona in a distinctive and consistent way.</p> <p>Postings do not reflect an awareness of the audience.</p>	<p>Postings reflect almost no persona in a distinctive and consistent way.</p> <p>Postings are written in a style that does not fully consider the audience.</p>	<p>Postings reflect the author's persona, but may be sometimes indistinct or inconsistent.</p> <p>Postings are written in a style that is generally appropriate for the intended audience.</p>	<p>Postings reflect the author's unique persona consistently.</p> <p>Postings are written in a style that is appealing and appropriate for the intended audience.</p>	
<p>Audience 20% of total score</p>	<p>Postings do not stimulate dialogue and commentary and do not connect with the audience.</p>	<p>Postings are brief and unimaginative, and reflect minimal effort to connect with the audience.</p>	<p>Postings are generally well written with some attempts made to stimulate dialogue and commentary.</p>	<p>Postings are creatively and fluently written to stimulate dialogue and commentary.</p>	
<p>Grammar, Usage, Mechanics 5% of total score</p>	<p>Posts contain numerous grammatical, spelling or punctuation errors. The style of writing does not facilitate effective communication.</p>	<p>Posts include some grammatical, spelling or punctuation errors that distract the reader.</p>	<p>Posts are largely free of grammatical spelling or punctuation errors. The style of writing generally facilitates communication.</p>	<p>Written responses are free of grammatical, spelling or punctuation errors. The style of writing facilitates communication.</p>	
				<p>TOTAL:</p>	