

BLOGS: Marking Criteria

Criteria	Unsatisfactory – 0-49%	Satisfactory– 50-64	Proficient – 65-84%	Exemplary – 85-100%	Rating
Content and Creativity Weight for this criterion: 40% of total score	Lack of insight, understanding or reflection viewpoint not clear No supporting examples or links Links selected poor quality No stimulation to dialogue Post frequency is below requirements for the assignment	Some insight, understanding or reflection Unsupported viewpoint Links do not always enhance the information presented. Some effort to connect with readers	Good insight, understanding and reflective Viewpoint supported Examples and links - mostly useful Good attempt to stimulate dialogue and commentary	Excellent insight, understanding, and reflective thought Focused argument substantiated by effective examples and references Critical engagement with issue Creative efforts to stimulate dialogue and commentary	
Quality of Writing and Proofreading Weight for this criterion: 30% of total score	Numerous grammatical, spelling or punctuation errors. Writing style does not facilitate effective communication. No awareness of the audience Dull	Some grammatical, spelling or punctuation errors Writing style moderately effective Some awareness of audience Some effort at engagement	Mostly free of grammatical, spelling or punctuation errors. Writing style effective Appropriate writing style Awareness of audience Efforts to engage	Free of grammatical, spelling or punctuation errors. Very effective writing style Effective audience engagement Vivid personal style	
Use of Links, References and Examples Weight for this criterion: 20% of total score	No links No references No examples	Some links etc. Not all links etc. enhance the argument Incomplete captions annotations or references to sources	Good use of links etc, Links etc. enhance argument Captions, annotations and references are provided	Excellent use of links etc, Links etc. provide new and original approaches to argument All sources correctly captioned, annotated or referenced	
Engagement with Posts of Others Students Weight for this criterion: 10% of total score	No engagement Ineffective and unhelpful engagement	Some engagement Little effort to engage and enhance Comments may not enhance content or spark further engagement	Engages with others in an appropriate manner, Some level of positivity and support. Comments promote further interest and engagement	Very positive and supportive engagement with others Very useful constructive insights Excellent stimulus to further interest and engagement	
				TOTAL	