Evaluation Criteria – Blogs

	Excellent (A)	OK (B)	Weak (C)
Demonstrates effective story telling techniques.	Blog begins with hook, *in media res*. The first paragraph is developed with the inverted pyramid. The main point or idea is focused and clear. The body of the blog keeps the reader's interest. The final paragraph brings the story to a resolution or conclusion.	Blog does not begin at an interesting point, but has enough focus to maintain the reader's interest. If the story had a "read more" link, the first few lines do not have enough of the story line to engage the reader.	The main idea is not clear. The content is flat, with no tension or development. It feels like the story could end at any point in the telling. There are no "gold coins" dropped along the way to keep the reader engaged.
Creates a voice, style and tone appropriate for the topic and intended audience	Blog reveals the author's unique voice, experiences and world views. Tone is casual and fits the topic and the intended audience. Style engages audience and makes the blog credible. The style and content are clearly developed for a specific audience.	Author's style is either flat or the tone varies. The blog is easy to read but not engaging. Author seems tentative. Story is not completely credible. The content is developed for a specific audience.	Author's style and tone varies. Tone is pedantic or doesn't sound authentic. It is not clear who the intended audience is; the choice of content waivers (e.g., moves from beginner to advanced levels of comprehension or from genX to the lost generation in tone and style.
Blog has an effective organization and structure and guides the reader with a clear story line.	Blog has a strong sense of direction, with adequate signposts (transitions) to lead the way.	Main idea is evident, but there are too many generalizations. Some significant details support the main direction of the blog. There are some transitions to guide the reader.	Blog does not have enough substance or is not developed. Supporting paragraphs are too general and inconsistent with blog's direction. There are no transitions to guide the reader.
Writes with good sentence structure, precise wording and effective language	Word choice is precise and suits audience. Sentences flow with a definite sense of purpose and rhythm. Descriptions provide significant details. Sentences sizzle with energy. Author has edited rough drafts to eliminate clichés, mixed metaphors, misplaced modifiers, redundancies and words that clutter.	Word choice is accurate but weak, general or without variety. Word choice adequately, but not precisely, fits the audience. Verbs are static. There are occasional errors in sentence structure.	There are frequent errors in word choice. The syntax is choppy or the sentence structure does not vary. Frequent errors in word choice. Extensive use of passive voice. Blog could be cut in half by deleting redundancies and deleting blather.
Adequately proofreads and revises; follows conventions for grammar, punctuation, and spelling	Only two or three minor errors in spelling or punctuation. Author has proofread drafts and corrected grammatical mistakes.	Blog is understandable, but still needs proofreading for a four to six grammar, spelling and punctuation errors.	Sentence structure affects clarity. Numerous mechanical errors.