

Secret Life of Bees Blogging Project Rubric

	5 pts.	3 pts.	1 pt.
Content	Post thoroughly addresses the question, using examples and evidence when necessary	Post attempts to address the question, but does not provide adequate evidence or examples	Post fails to adequately address the question and does not include evidence and examples
Writing Style	Writing style is all of the following: conversational, engaging and free of slang/jargon	Writing style is 2 of the following: conversational, engaging and free of slang/jargon	Writing style is 1 or 0 of the following: conversational, engaging and free of slang/jargon
Visual Appeal	Post contains images or media that enhances the content and formatting is used when appropriate (bullets, headings, etc.)	Post contains either images or formatting to enhance content	Post does not contain either appropriate images or formatting to enhance content
Proofreading	No spelling errors, grammar errors, or typos	Between 1 and 3 spelling errors, grammar errors and typos	More than 3 spelling errors, grammar errors, and typos

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