<table>
<thead>
<tr>
<th>Score</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>1</th>
<th>Earned</th>
</tr>
</thead>
</table>
| **Statement of Purpose/Focus** | Blog is fully sustained and consistently and purposefully focused:  
- focused, clear, and strongly maintained throughout  
- required topics are introduced and communicated clearly | Blog is adequately sustained and generally focused:  
- clear and maintained, though some loosely related material may be present  
- required topics are introduced and communicated, though more focus is needed | Blog is somewhat sustained and may have a minor drift in focus:  
- attempt at focus is made, but is insufficiently sustained  
- required topics may be unclear and somewhat unfocused | Blog may be related to the topic but may provide little or no focus:  
- may be very brief  
- may have a major drift off topic  
- focus may be confusing or ambiguous | Possible points - 8  
Your score |
| **Organization** | Clear and effective organizational structure creating unity and completeness:  
- logical progression of ideas beginning to end  
- effective, consistent use of a variety of transitional strategies  
- effective introduction and conclusion for audience and purpose  
- strong connections among ideas | Evident organizational structure and a sense of completeness, may be minor flaws and some ideas may be loosely connected:  
- adequate progression of ideas  
- adequate use of varied transitional strategies  
- adequate introduction and conclusion  
- adequate, if slightly inconsistent, connection among ideas | Inconsistent organizational structure, flaws are evident:  
- uneven progression of ideas  
- inconsistent use of basic transitional strategies with little variety  
- weak conclusion and introduction  
- weak connection among ideas | Little or no discernible organizational structure:  
- frequent extraneous ideas may intrude  
- few or no transitional strategies are evident | Possible points - 8  
Your score |
| **Elaboration of Evidence** | Blog provides thorough and convincing support throughout that includes the effective use of facts and details. The response achieves substantial depth that is specific and relevant:  
- use of evidence from sources is smoothly integrated, comprehensive, relevant, concrete  
- effective use of varied elaborative techniques | Blog provides adequate support that includes the use of facts and details:  
- evidence from sources is integrated  
- adequate use of elaborative techniques | Blog provides uneven, cursory support that includes partial or uneven use of facts and details:  
- evidence from sources is weakly integrated  
- weak or uneven use of elaborative techniques | Blog provides minimal support that includes little or no use of facts and details:  
- use of evidence from sources is minimal, absent, in error, or irrelevant | Possible points - 8  
Your score |

Scores in this section are worth double the points of other sections.
<table>
<thead>
<tr>
<th>Language and Vocabulary</th>
<th>Blog clearly and effectively expresses ideas, using precise language: ● use of academic and domain-specific vocabulary is clearly appropriate for the audience and purpose</th>
<th>Blog adequately expresses ideas, employing a mix of precise with more general language: ● use of domain-specific vocabulary is generally appropriate for the audience and purpose</th>
<th>Blog expresses ideas unevenly, using simplistic language: ● use of domain-specific vocabulary may at times be inappropriate for the audience and purpose</th>
<th>Blog is vague, lacks clarity, or is confusing: ● uses limited language or domain-specific vocabulary ● may have little sense of audience and purpose</th>
<th>Possible points - 4</th>
<th>Your score</th>
<th>Total Score [ _/_{/}32 ]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conventions</td>
<td>Blog demonstrates strong command of conventions: ● few, if any, errors are present in usage and sentence formation ● effective and consistent use of punctuation, capitalization, and spelling</td>
<td>Blog demonstrates adequate command of conventions: ● some errors in usage and sentence formation may be present, but no systematic pattern of errors is displayed ● adequate use of punctuation, capitalization and spelling</td>
<td>Blog demonstrates partial command of conventions: ● frequent errors in usage may obscure meaning ● inconsistent use of punctuation, capitalization, and spelling</td>
<td>Blog demonstrates lack of command of conventions: ● errors are frequent and severe and meaning is often obscure</td>
<td>Possible points - 4</td>
<td>Your score</td>
<td>Total Score [ _/_{/}32 ]</td>
</tr>
</tbody>
</table>