

Online Writing Rubric by Serena Carpenter

<b>DIMENSIONS</b>	<b>EMERGING</b>	<b>DEVELOPING</b>	<b>MASTERING</b>
<b>Deadline</b>	The student has not handed in the article by deadline, which is before the beginning of class = 0.	The student has not handed in the article by deadline, which is before the beginning of class = 0.	The student has handed in the article on time before the beginning of class. The student has emailed me a copy and handed in a hard copy.
<b>Basics</b>	Article has numerous grammatical and spelling errors. Notable use of passive words such as "has," "is," "are," "was," "were," etc. The article features mixed tenses.	Article has some grammatical and spelling errors. The writing is somewhat unorganized and passive.	Writing is compelling, free of spelling or grammatical errors. The article is well written, with carefully chosen words, strong nouns and active verbs with a limited use passive verbs. The tense (past/present) is consistent throughout.
<b>Article/ Assignment Requirements</b>	Many of required elements are missing or require additional work. Items include pull quote, info box and video ideas, and bold links with urls.	Portions of assignment requirements have been met. Many of items require more effort.	The requirements have been fulfilled and the student's work reflects creativity and research. The video idea does not duplicate the text article and is driven by people and visuals.
<b>Scanning-Friendly</b>	Article contains lengthy sentences and paragraphs. Sentences are written in long blocks of text. Paragraphs are indented.	Article follows some scanner-friendly elements, but could use some more work.	Article features shorter sentences (or a mix of long and short), paragraphs, lists, and headings. The use of one space, rather than two spaces between sentences. There is one thought per sentence. Paragraphs are one to three sentences in length.
<b>SEO</b>	Summary deck, headline, first sentence and subheads do not contain key words.	Keywords are reflected in some of the items, but not all of the items.	Article includes user-friendly keywords in the summary deck, headline, first sentence and subheads.
<b>Links</b>	Article does not provide a link or links to content that is not useful for the user.	The links are not directed to meaningful resources. The link directs users to a site requiring them to look for the related info. Links tell user to "click here" or links highlight inappropriate or long strands of words.	Post links to a variety of compelling and useful sources including to information used to create your post. The link is connected to a word.
<b>Focused &amp; Relevant</b>	Article is not focused or relevant to topic focus. The article focuses on several topics within one post. And the article contains information redundant to other team members.	Article needs additional work on organization and focus.	Article is related to group theme and focused.
<b>Research</b>	Article is opinion with no analysis and not based on reporting or research. Information is not properly attributed to a source. The sources cited offer little insight or usefulness. The article contains little to no specific information.	Article contains some research, however it is not contextualized for users. A portion of the info contained within the article is attributed to sources and still needs details to contextualize the issue.	Article contains original work including data aggregation, linking to original sources, stats, specific info or other reporting. Writer analyzes an issue grounded in research, rather than assumptions and generalizations.
<b>Engaging/ Educational</b>	Article does not encourage user interaction or contain useful or educational information.	Article does contain some useful, educational or interactive information, but not all three elements.	Article encourages user interaction, provides useful info and features creative elements.
<b>TOTAL POINTS = 100</b>	<b>0 - 33</b>	<b>34-66</b>	<b>67-100</b>