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| CATEGORY  | **Exemplary**  | **Proficient**  | **Developing**  |
| **Ideas--10 pts.**  | Postings provide comprehensive insight, understanding, and reflective thought about the topic by building a focused argument around a specific issue, asking a new related question or making an oppositional statement supported by personal experience or related research.  | Postings provide moderate insight, understanding and reflective thought about the topic.  | Postings provide minimal insight, understanding and reflective thought about the topic.  |
| **Evidence--10 pts.**  | Postings present a focused and cohesive viewpoint that is substantiated by effective supporting examples or links to relevant, up-to-date websites or documents that enhance the information presented.  | Postings present a specific viewpoint that is substantiated by supporting examples and links to websites or documents, but not all links enhance the information presented.  | Postings fail to present a specific viewpoint and/or lack supporting examples or links to websites or documents.  |
| **Writing Style--10 pts.**  | Postings are written in a style that is appealing and appropriate for the intended audience and a consistent voice is evident throughout. Postings reflect the author’s unique personality through expressive and carefully selected word choices that bring the topic to life.  | Postings are written in a style that is generally appropriate for the intended audience and an attempt is made to use a consistent voice. Postings reflect a bit of the author’s personality through word choices that attempt to bring the topic to life.  | Postings are written in a style that does not fully consider the audience, and the author’s voice is difficult to identify. Postings reflect almost no personality and little attempt is made to use effective word choices to bring the topic to life.  |
| **Audience & Purpose--10 pts.**  | Postings are creatively and fluently written to stimulate dialogue and commentary.  | Postings are generally well written with some attempts made to stimulate dialogue and commentary.  | Postings are brief and unimaginative, and reflect minimal effort to connect with the audience.  |
| **Sources--5 pts.**  | Acknowledges all image and multimedia sources with captions or annotations. . All images, media and text created by others display appropriate copyright permissions and accurate citations.  | Acknowledges most image and multimedia sources with captions or annotations. Most images, media or text created by others display appropriate copyright permissions and accurate, properly formatted citations.  | Acknowledges only a few or no multimedia and image sources and uses incomplete captions or annotations. Some or all of the images, media or text created by others do not display appropriate copyright permissions and do not include accurate, properly formatted citations.  |
| **Proofreading--5 pts.**  | Written responses are free of grammatical, spelling or punctuation errors. The style of writing facilitates communication.  | Written responses are largely free of grammatical, spelling or punctuation errors. The style of writing generally facilitates communication.  | Written responses contain numerous grammatical, spelling or punctuation errors. The style of writing does not facilitate effective communication.  |