

Criteria	Acceptable	Very Good	Excellent	Outstanding	Exceptional
<b>Context of and Purpose for Writing</b>  <b>Weight for this criterion:</b> 50% of total score	Postings provide minimal insight, understanding, and reflective thought about the topic.	Postings provide moderate insight, understanding, and reflective thought about the topic.	Postings provide excellent insight, understanding, and reflective thought about the topic in a clearly focused way.	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; making an oppositional statement supported by personal experience or related research.	Technically flawless and original work demonstrating insight, understanding and independent application or extension of course expectations; often publishable.
<b>Content Development (Text Layout, Use of Graphics and Multimedia)</b>  <b>Weight for this criterion:</b> 10% of total score	Uses appropriate and relevant content to develop simple ideas in some parts of the work. Does not acknowledge multimedia sources, either with a caption or an annotation.	Uses appropriate and relevant content to develop and explore ideas through most of the work.	Uses appropriate, relevant, and compelling content to explore ideas within the context of the discipline and shape the whole work.	Uses appropriate, relevant, original and/or compelling content to illustrate mastery of the subject, conveying the writer's understanding, and shaping the whole work.	Technically flawless and original work demonstrating insight, understanding and independent application or extension of course expectations; often publishable.
<b>Linkages to Course Themes and Issues</b>  <b>Weight for this criterion:</b> 10% of total score	Demonstrates an attempt to use course themes and issues to support ideas in the writing.	Demonstrates an attempt to use credible and/or relevant sources to engage with course themes and issues that are appropriate for the discipline and genre of the writing.	Demonstrates consistent use of credible, relevant sources to engage with course themes and issues that are situated within the discipline and genre of the writing.	Demonstrates skillful use of high quality, credible, relevant sources to engage with course themes and issues that are appropriate for the discipline and genre of the writing.	Technically flawless and original work demonstrating insight, understanding and independent application or extension of course expectations; often publishable.
<b>Citations and References</b>  <b>Weight for this criterion:</b> 10% of total score	Very few citations are provided and may not be in standard APA format.	Few citations are provided and may not be in standard APA format. Acknowledges most image and multimedia sources with captions or annotations.	All citations are included and presented in standard APA format. Acknowledges all image and multimedia sources with captions or annotations and links to the source.	All citations and sources are included and facilitate easy access to the source in context presented in standard APA format.	Technically flawless citations and sources are included and facilitate easy access to the source in context presented in APA format.
<b>Quality of Writing and Proofreading</b>  <b>Weight for this criterion:</b> 20% of total score	Writing contain numerous grammatical, spelling or punctuation errors. The style of writing does not facilitate effective communication.	Writing includes some grammatical, spelling or punctuation errors that distract the reader.	Writing is free of grammatical, spelling or punctuation errors. The style of writing facilitates communication.	Writing is free of grammatical, spelling or punctuation errors. The style of writing facilitates demonstrates exceptional structure and logic.	Technically flawless and original work demonstrating insight, understanding and independent application or extension of course expectations; often publishable.