

Table 1: Sample Rubric for Grading Class Blogs

	To earn an “A”	To earn a “B”	To pass	To choose to fail
Frequency	At least two posts added consistently to the blog each week, spread out throughout the week	1-2 posts added each week, not as consistent with timing	At least one post a week	Inconsistent and/or sporadic posting
Readings	Student clearly demonstrates that s/he is reading the text and is incorporating context and application into posts	Student references the readings in a factual sense, more of a book report approach; little or no application	Inconsistent or minimal references to the reading, little or no application when referenced	No references to the reading
Class content	Student references classroom discussion and exercises, attempts some of them on his or her blog	Student will reference classroom activity but with inconsistent depth (e.g., I liked the guest speaker’s presentation – but little detail provided)	Passing references to classroom exercises but little application or depth	No reference to class activity
Personal application	Student demonstrates an ability to integrate life with creativity concepts discussed in class and in readings. Shares stories from job and life to show application.	Some personal application but connections between personal or business stories and creative concepts lacking or incomplete	Few personal stories or business applications. Information presented strictly from readings or class activities.	No personal application provided; relevance to personal application lacking
Other elements	Links to other blogs, includes pictures (Google images is perfect this), shows “creative side” in blog presentation.		Information is strictly text; no links to other blogs or pictures included in blog posts.	