

Project 2 – Blogging
250 points

General	200 points (first post worth 50)	Comments
<p>___ There are at least two posts per week</p> <p>___ Posts are well written with few grammatical errors</p> <p>___ Blog includes pages about the author and about the goals of the site</p> <p>___ Blog includes additional pages that support the goals of the site</p> <p>___ Posts are roughly 4-8 paragraphs (1-3 sentences each)</p>		
<p>Appropriateness</p> <p>___ Blog reflects concentration (journalistic, promotional, internal, marketing)</p> <p>___ Design of site is appropriate for audience/topic</p> <p>___ Blog contains information that helps achieve goals of the organization</p> <p>___ Blog contains information that would be appealing to the target audience</p>		
<p>Main content</p> <p>___ Posts are brief and focus on ONE topic per entry</p> <p>___ Posts offer substance and useful information</p> <p>___ Posts are on a variety of topics and reflect a variety of approaches</p> <p>___ Your opinion is used sparingly and appropriately</p> <p>___ Posts show evidence of some research conducted</p> <p>___ Author includes some visual elements into posts, such as photos, videos, polls, etc.</p>		
<p>Presentation</p> <p>___ Presentation is well organized</p> <p>___ Student demonstrates knowledge of his/her topic</p> <p>___ Student demonstrates how blog accomplishes its professional goals</p> <p>___ Student shows blog pages and explains two posts</p>		