

Blogtopia Rubric

	4	3	2	1
Content	Presents the utopia with in-depth details and examples. Knowledge of utopian societies is excellent.	Includes essential details on the utopia. Knowledge of utopian societies appears to be good.	Includes essential information on the utopia, but there are 1-2 major concepts of utopian societies that are unclear.	Content is minimal OR there are several major concepts of utopian societies that are unclear.
Originality	Blog shows a large amount of original thought. Ideas are creative and inventive.	Blog shows some original thought. Work shows new ideas and insights.	Blog uses other people's ideas (giving them credit), but there is little evidence of original thinking.	Blog uses other people's ideas, but does not give them credit.
Organization	Content is well organized using headings or bulleted lists to group related material.	Uses headings or bulleted lists to organize, but the overall organization of topics appears flawed.	Content is logically organized for the most part.	There was no clear or logical organizational structure, just lots of facts.
Design and Layout	Visual design is appropriate and reader-friendly (e.g., text and background contrast). Layout and design use color and images to set the tone. Images emphasize or illustrate the content.	Visual design is usually appropriate and reader-friendly. Layout and design use color and images to set the tone. Images usually emphasize or illustrate the content.	Visual design makes the blog difficult to read at times. Images usually illustrate the content, but some are unnecessary or inappropriate.	Visual design is inappropriate. The blog is difficult to read or navigate. Layout and design distracts from the content of the blog. Images are ornamental or inappropriate.
Permissions	Blog includes complete documentation. Permission for graphics from web pages or scanned from books has been requested, received, printed.	Blog includes adequate documentation for all sources. All permissions for graphics from web pages or scanned from books have been requested and received.	Blog includes partial documentation for all sources. Permission for most graphics from web pages or scanned from books have been requested and received.	Documentation for sources is incomplete or missing. Permissions for several graphics from web pages or scanned from books are missing.
Accuracy	No misspellings, grammatical, or mechanical errors. No HTML errors in the blog (e.g., no broken links, images all present).	Three or fewer misspellings, grammatical, and/or mechanical errors. No more than two HTML errors in the blog.	Four misspellings, grammatical, and/or mechanical errors. No more than four HTML errors in the blog.	More than 4 errors in spelling, grammar, and/or mechanics. Blog has five or more HTML errors.

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Requirements (listed below)	All requirements are met and exceeded.	All requirements are met.	One requirement was not completely met.	More than one requirement was not completely met.

Items	Details	Included?
Name of Society	Uses a creative and appropriate name that captures the spirit of the new society.	
Declaration of Independence	States reasons for formation of the new society and explains those reasons with detailed evidence. Language is appropriate for a formal government statement.	
Utopian Motto and Seal	Provide a clear representation of the aspects of the society upon which the utopia is founded. Language is clear, and images appropriate.	
Utopian Animal	Includes a pictures and description of the animal that best represents the utopia. Description clearly provides the rationale for the selection and makes strong connections to the beliefs upon which the society is founded.	
List of Rules	Includes clear rules for appropriate behavior that are in line with the beliefs upon which the society is founded. Reasons for the rules are well-detailed.	
Governing Body	Outlines the system of government that oversees the society, using formal language appropriate for a government document. Rationales are clearly explained.	
Invitation to Friends	Persuades friends to join the society, giving clear reasons why the utopia is appropriate for them. Uses casual, semi-formal language to engage readers.	
Journal Entries	Includes 3 entries for different days that describe and reflect upon life in the utopia. Entries are written in informal language.	
Daily Itinerary	Outlines a complete, time-based schedule for the daily events of citizens. Activities clearly align with the beliefs upon which the society is founded.	
Advertisement	Presents life in the utopia in a clear message that engages potential citizens. The details in the ad clearly align with the beliefs upon which the society is founded.	