

Assessment Rubric - Blogs

Students can submit their blogs in a number of different formats including as a written blog, video blog (vlog), social media post (e.g. Instagram story, Twitter thread, TikTok etc.). There is no set word limit or length, however as a guide we wouldn't expect to spend more than 5 minutes digesting their submission.

Class	Scale	Numerical equivalent	Descriptor
Excellent First	Excellent first	100 94	<p>Exceptional blog of the highest quality, combining excellence and originality of content with flawlessly fluent and impressively compelling communication.</p> <ol style="list-style-type: none"> 1. Evidence of considerable original thought and independent research 2. Exceptionally perceptive and accurate analysis of material 3. Careful thought has been put into the blog's intended audience and it shows strong evidence that engagement principles have been considered 4. Very clear grasp of all relevant contexts 5. Blog is extremely well structured and clearly argued. 6. Visual aids are of the highest quality, are relevant to the material and add value to the piece 7. The writing/ communication is engaging, compelling and of the highest professional standard, flowing excellently throughout 8. Appropriate guidance for references has been followed perfectly.
First	High 1st	88	<p>Very high quality blog which may extend existing debates or interpretations, written with flair and in a highly professional manner.</p> <ol style="list-style-type: none"> 1. Evidence of original thought and independent research 2. Perceptive and accurate analysis of material 3. Careful thought has been put into the blog's intended audience and it shows evidence that engagement principles have been considered 4. Clear grasp of all relevant contexts 5. Blog is well structured and clearly argued. 6. Visual aids are of good quality, are relevant to the material and add value to the piece. 7. The writing/ communication is engaging, compelling and of a strong standard, flowing throughout. 8. Appropriate guidance for references has been followed.
	Mid 1st	82 78	
	Low 1st	74	

Upper second	High 2:1	68	<p>High quality blog demonstrating perceptive analysis presented in a coherent and professional manner.</p> <ol style="list-style-type: none"> 1. Evidence of some independent research or original thought 2. A largely accurate analysis of the material 3. Thought has been put into the blog’s intended audience and it shows evidence that engagement principles have been considered in places 4. A clear grasp of most relevant contexts 5. Blog is generally well structured and clearly argued 6. Visual aids are of good quality, are relevant to the material. 7. The writing/ communication is of a good standard. 8. Appropriate guidance for references has been followed for the most part.
	Mid 2:1	65	
	Low 2:1	62	
Lower second	High 2:2	58	<p>Competent blog containing generally reliable information and generally sound analysis presented in an intelligible but not necessarily especially persuasive or well organised or entirely successful fashion.</p> <ol style="list-style-type: none"> 1. Limited evidence of some independent research or original thought 2. A largely satisfactory accurate analysis of the material 3. Limited thought has been put into the blog’s intended audience and it shows little evidence that engagement principles have been considered 4. Limited grasp of most relevant contexts 5. Blog is generally well structured and clearly argued but there may be some localised areas of confusion 6. Visual aids are of good quality, but have little relevance to the material. 7. The writing/ communication is of a reasonable standard. 8. Some guidance for references has been followed.
	Mid 2:2	55	
	Low 2:2	52	
Third	High 3rd	48	<p>Blog of limited quality characterised by some or all of:</p> <ol style="list-style-type: none"> 1. Little or no evidence of independent research 2. Compromised analysis of the material 3. Very limited thought has been put into the blog’s intended audience and it shows little evidence that engagement principles have been considered 4. Limited grasp of some relevant contexts 5. Blog is incoherently structured and poorly argued 6. Visual aids are of poor quality, distract from the blog, and have little relevance to the material. 7. The writing/ communication is of a poor standard. 8. Some guidance for references has been followed in part.
	Mid 3rd	45	
	Low 3rd	42	

Fail	High Fail (sub honours)	38	Blog does not meet standards required for the appropriate stage of an Honours degree: <ol style="list-style-type: none">1. No evidence of independent research2. A misleading or very insufficient analysis of the material3. No thought has been put into the blog's intended audience and it shows no evidence that engagement principles have been considered4. Little or no grasp of any relevant context5. Blog is incoherently structured and poorly argued in such a way the audience would not be able to comprehend key points.6. Visual aids are of poor quality, and have no relevance to the material.7. The writing/ communication is of a poor standard.8. Guidance for references has been ignored.
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