

RAID Blog Competition Marking Template

Criterion	Consideration	Above 80%	70-80%	60-70%	50-60%	Not shown
A – Content	To what extent did the blog demonstrate originality (new ideas, perspectives, creativity, etc)? (35%)	Blog provides comprehensive insight, understanding and reflective thought about the topic. Topic is discussed from an original perspective and is relevant to its audience.		Blog provides moderate insight, understanding and reflecting thought about the topic.		Blog provides little or no insight, understanding, and reflection on the topic. Blog is unfocused. Post is uncreative. Ideas conveyed lack cohesion.
B – Organisation	How well was the blog structured and ideas developed? (25%)	Blog is well structured; each paragraph is well connected to the previous paragraph and overall message is clear. Introduction captures the audience and conclusion leaves the audience satisfied but wanting more.		Overall structure is good, but difficult to follow in some sections. Introduction and conclusion are adequate but could be more compelling.	Overall structure is acceptable, but difficult to follow in several places.	The blog is poorly organised and the introduction and conclusion are boring.
C – Style and tone	Was the essay engaging and did it show style? (20%)	Highly engaging essay. Writing is punchy and uses a conversational tone. Content is explained in a manner appropriate for the audience.	Generally engaging.	Engaging at times.	Reader quickly loses interest.	Not engaging. Writing is boring, unclear or filled with unnecessarily complex language.
D – Grammar	What was the standard of grammar, spelling and sentence structure? (10%)	High standard of writing with no misspellings or grammatical errors.	High standard of writing with some minor spelling and grammatical errors	Acceptable standard of writing with a number of grammatical and spelling mistakes throughout.	Low standard of writing with numerous grammatical and spelling mistakes throughout.	Poor standard of writing with numerous errors.
F – Use of graphics and links	How well were graphics and links used to enhance the message of the blog? (10%)	Images and links are used thoughtfully throughout. Media is used in a way that adds to the story, rather than detracts from the message.		Some media is gratuitous.		Media substantially detracts from the message.

Final mark:

Criterion A	Criterion B	Criterion C	Criterion D	Criterion E	Final Result
/35	/25	/20	/10	/10	/100