Module 3: Cell Biology - Structure and Function
Module Authentic Assessment: Molecule Travel Blog Rubric

	20 Points	15 Points	10 Points	0 Points
Content	The blog entries include well-developed ideas and facts, and they include the required number of facts (three per entry) about a molecule traveling through a cell.	The blog entries include the correct number of facts (three per entry), but the information lacks development of content concepts about a molecule traveling through a cell.	The blog entries include less than the required number of facts (three per entry) and contain no original ideas.	The blog entries contain information that if off-topic, incorrect, or irrelevant.
Voice	The blog entries are written using the first-person point of view and engage the reader with an expressive and unique perspective. The blog entries are entertaining to read.	The blog entries are written using the first-person point of view and are descriptive. The blog entries are easy to read.	The blog entries are written using the first-person point of view, but the blog entries do not include engaging language.	The blog entries are not written in the first-person point of view and/or the entries are not written in a narrative format.
Image Use	Each blog entry is accompanied by an image that is properly formatted, interesting in nature, and related to the content.	Each blog entry is accompanied by an image; however, one or more of the images is not appropriate to the content presented.	One or more of the blog entries is missing an image.	There are no images provided with the blog entries.
References and Support	The blog entries integrate personal reflections with factual information, which is referenced.	The blog entries include personal reflections combined with some facts, which are referenced.	The blog entries use factual information, but include no references.	The blog entries use no factual information, and include no references.
Clarity and Mechanics	The blog entries are clear and easy to read. They contain no grammatical or spelling errors. The tone is friendly and inviting.	The blog entries are clear and contain valuable information. There are minor grammatical or spelling errors, but they do not interfere with the readability of the blog entries. The tone is friendly and inviting.	The blog entries contain little information and are confusing. There are many grammatical or spelling errors. The tone is friendly and inviting.	The blog entries are disorganized and confusing. There are several grammatical of spelling errors. The tone is bored, impolite, and/or aggressive.