AGCJ 404: Communicating Agricultural Information to the Public  
Fact Sheet Assignment  
Score Sheet  
(50 points)

Name __________________________________________

**Note:** Assignments with “below average” effort will earn “0” points/criteria; “average” effort may earn up to 50% of the total points possible/criteria; “above average” effort may earn up to 100% of the total points possible/criteria.

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Pts. Poss.</th>
<th>Below Average</th>
<th>Average</th>
<th>Above Average</th>
<th>Pts. Earned</th>
</tr>
</thead>
</table>
| Writing/Clarity           | 20         | Nonessential information  
Nonessential information  
• Important information not clearly visible  
• Use of jargon or complex language  
• Relevant information  
Relevant information  
• Written in easily understood language  
• Topic too broad or lacking substance | Relevant information  
• One topic addressed  
• Clear, concise language (less technical than RB)  
• Section titles posed as questions  
• Important information indicated by bullets or numbered lists | Relevant information:  
• One topic addressed  
• Clear, concise language (less technical than RB)  
• Section titles posed as questions  
• Important information indicated by bullets or numbered lists | |
| Format                    | 10         | Visually unappealing  
Visually unappealing  
• Hard to read  
• Text not black  
• Sloppy  
• One full page  
One full page  
• Single-spaced  
Single-spaced  
• Double-columns  
Double-columns  
• Laser print  
Laser print  
• Not 11 pt. font or Times New Roman  
Not 11 pt. font or Times New Roman  
• Visually appealing  
Visually appealing  
• Two full pages  
Two full pages  
• Single-spaced  
Single-spaced  
• Double-columns  
Double-columns  
• Color on laser print  
Color on laser print  
• Times New Roman  
Times New Roman  
• 11 point font (black) for narrative text  
11 point font (black) for narrative text  
• Appropriate header/footer  
Appropriate header/footer | Visual appeal:  
• Two full pages  
Two full pages  
• Single-spaced  
Single-spaced  
• Double-columns  
Double-columns  
• Color on laser print  
Color on laser print  
• Times New Roman  
Times New Roman  
• 11 point font (black) for narrative text  
11 point font (black) for narrative text  
• Appropriate header/footer  
Appropriate header/footer | |
| Illustrations             | 10         | None           | Contains at least two relevant illustrations | Contains:  
• At least two graphics  
• Easily understood  
• Good use of color | |
| Contact Info              | 5          | None           | Has contact information | Contact information visibly appealing | |
| Reference List            | 5          | Incorrect format  
Incorrect format  
• Many errors  
• Few errors in citations  
Few errors in citations  
• Listed incorrectly  
Listed incorrectly  
• Unused sources listed  
Unused sources listed  
• Correct APA citations  
Correct APA citations  
• Listed in correct order  
Listed in correct order  
• All sources listed are used in Fact Sheet  
All sources listed are used in Fact Sheet | |

**Subtotal** 50

**Deductions**  
(Note: deductions are made for each error listed below)

- Punctuation errors -1
- Grammar errors -2
- Misspelled words -5

**TOTAL**