# Fact Sheet Creation Rubric

| **Score** | **Title and Purpose** | **Content Quality** | **Visual Design** | **Organization** | **Sources and Credibility** |
| --- | --- | --- | --- | --- | --- |
| 5 | Exceptionally clear, specific, and engaging title that precisely captures the document's purpose; demonstrates advanced understanding of topic relevance | Comprehensive, nuanced facts; multiple high-quality data points; deep contextual insights; demonstrates sophisticated analytical thinking | Professionally designed layout; strategic use of white space; high-contrast color scheme; perfectly balanced text-to-visual ratio; supports cognitive processing | Flawless logical flow; intuitive reading pattern; hierarchical headings with clear typographic distinction; seamless section transitions | Extensive, credible, and current sources; multiple reference types; impeccable citation formatting; clear provenance of all data |
| 4 | Clear and specific title that effectively communicates document's purpose; shows good understanding of topic relevance | Solid, well-researched facts; 4-5 substantive data points; clear explanatory context; demonstrates analytical thinking | Well-designed layout; appropriate white space; readable color choices; good text-to-visual balance; supports information comprehension | Logical organization; clear reading flow; consistent heading structure; smooth section transitions | Credible and current sources; consistent citation method; clear references; most claims well-supported |
| 3 | Adequate title that generally describes the document's purpose; basic topic understanding | Sufficient facts; 3 data points; basic explanatory context; demonstrates basic comprehension | Functional design; some white space; readable layout; basic visual support; moderate information clarity | Mostly logical organization; generally clear reading flow; some heading consistency; acceptable section transitions | Mostly credible sources; some citation information; basic reference documentation |
| 2 | Vague or generic title; limited topic understanding | Minimal facts; 1-2 data points; limited context; superficial comprehension | Cluttered design; minimal white space; poor visual choices; limited information support | Disorganized structure; confusing reading flow; inconsistent headings; weak section transitions | Limited or questionable sources; incomplete citations; minimal reference information |
| 1 | Irrelevant or missing title; no clear purpose | No substantive facts; no meaningful data; no contextual understanding | Chaotic design; no white space; visually incomprehensible; no informational support | Completely disorganized; no logical flow; no heading structure; disconnected sections | No credible sources; missing citations; unsupported claims |

Key Assessment Dimensions:

- Demonstrates comprehensive understanding of fact sheet principles from original guidelines

- Evaluates multiple dimensions of document quality

- Provides clear, progressive performance expectations

- Aligned with university-level academic standards