# **FFL Principle 4- Mulch** UF CPETUF CPETUF CPET

# **High School Mulching PSA/Infographic Rubric**

• • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • •

| **Criteria** | **Excellent**  **(4 pts)** | **Good**  **(3 pts)** | **Satisfactory**  **(2 pts)** | **Needs Improvement (1 pt)** |
| --- | --- | --- | --- | --- |
| **Content Accuracy** | Clearly explains mulch and benefits with 3+ examples; uses proper terminology and aligns with FFL principles. | Includes 2–3 mulch benefits, mostly accurate and clear. | Includes at least 1 method; may have minor inaccuracies. | Content is unclear, minimal, or inaccurate. |
| **Connection to FFL Principles** | Links mulching to **at least 3 FFL principles** with explanations. | Connects to 2 FFL principles with some explanation. | Mentions 1 principle with little explanation. | No clear connection to FFL principles. |
| **Visual Design & Creativity** | Visually engaging, well-organized, and creative layout; strong visual appeal. | Visually clear with some creative elements; easy to follow. | Basic visuals; some organization issues. | Lacks organization or visual effort. |
| **Call to Action / Public Purpose** | Strong message encouraging eco-friendly mulch choices; clear call to action. | Includes a message and attempt at a call to action. | Message is vague or lacks action step. | No clear message or purpose. |
| **Grammar & Mechanics** | No spelling, grammar, or formatting errors. | 1–2 minor errors that do not affect understanding. | Several errors, but meaning is mostly clear. | Errors interfere with clarity. |
| **Effort & Completion** | Exceeds expectations; thorough and thoughtful work submitted on time. | Complete and meet all expectations. | Mostly complete; some areas underdeveloped. | Incomplete or lacks evident effort. |