

# C R E A T I V I T Y & I N N O V A T I O N R U B R I C f o r P B L

(for grades 6-12; CCSS ELA aligned)

<b>PROCESS</b>				
<i>Creativity &amp; Innovation Opportunity at Phases of a Project</i>	<b>Below Standard</b>	<b>Approaching Standard</b>	<b>At Standard</b>	<b>Above Standard</b> ✓
<i>Launching the Project</i> <b>Define the Creative Challenge</b>	<ul style="list-style-type: none"> <li>▶ may just “follow directions” without understanding the purpose for innovation or considering the needs and interests of the target audience</li> </ul>	<ul style="list-style-type: none"> <li>▶ understands the basic purpose for innovation but does not thoroughly consider the needs and interests of the target audience</li> </ul>	<ul style="list-style-type: none"> <li>▶ understands the purpose driving the process of innovation (Who needs this? Why?)</li> <li>▶ develops insight about the particular needs and interests of the target audience</li> </ul>	
<i>Building Knowledge, Understanding, and Skills</i> <b>Identify Sources of Information</b>	<ul style="list-style-type: none"> <li>▶ uses only typical sources of information (website, book, article)</li> <li>▶ does not offer new ideas during discussions</li> </ul>	<ul style="list-style-type: none"> <li>▶ finds one or two sources of information that are not typical</li> <li>▶ offers new ideas during discussions, but stays within narrow perspectives</li> </ul>	<ul style="list-style-type: none"> <li>▶ in addition to typical sources, finds unusual ways or places to get information (adult expert, community member, business or organization, literature)</li> <li>▶ promotes divergent and creative perspectives during discussions (CC 11-12.SL.1c)</li> </ul>	
<i>Developing and Revising Ideas and Products</i> <b>Generate and Select Ideas</b>	<ul style="list-style-type: none"> <li>▶ stays within existing frameworks; does not use idea-generating techniques to develop new ideas for product(s)</li> <li>▶ selects one idea without evaluating the quality of ideas</li> <li>▶ does not ask new questions or elaborate on the selected idea</li> <li>▶ reproduces existing ideas; does not imagine new ones</li> <li>▶ does not consider or use feedback and critique to revise product</li> </ul>	<ul style="list-style-type: none"> <li>▶ develops some original ideas for product(s), but could develop more with better use of idea-generating techniques</li> <li>▶ evaluates ideas, but not thoroughly before selecting one</li> <li>▶ asks a few new questions but may make only minor changes to the selected idea</li> <li>▶ shows some imagination when shaping ideas into a product, but may stay within conventional boundaries</li> <li>▶ considers and may use some feedback and critique to revise a product, but does not seek it out</li> </ul>	<ul style="list-style-type: none"> <li>▶ uses idea-generating techniques to develop several original ideas for product(s)</li> <li>▶ carefully evaluates the quality of ideas and selects the best one to shape into a product</li> <li>▶ asks new questions, takes different perspectives to elaborate and improve on the selected idea</li> <li>▶ uses ingenuity and imagination, going outside conventional boundaries, when shaping ideas into a product</li> <li>▶ seeks out and uses feedback and critique to revise product to better meet the needs of the intended audience (CC 6-12.W.5)</li> </ul>	
<i>Presenting Products and Answers to Driving Question</i> <b>Present Work to Users/Target Audience</b>	<ul style="list-style-type: none"> <li>▶ presents ideas and products in typical ways (text-heavy PowerPoint slides, recitation of notes, no interactive features)</li> </ul>	<ul style="list-style-type: none"> <li>▶ adds some interesting touches to presentation media</li> <li>▶ attempts to include elements in presentation that make it more lively and engaging</li> </ul>	<ul style="list-style-type: none"> <li>▶ creates visually exciting presentation media</li> <li>▶ includes elements in presentation that are especially fun, lively, engaging, or powerful to the particular audience</li> </ul>	

<b>PRODUCT</b>				
	<b>Below Standard</b>	<b>Approaching Standard</b>	<b>At Standard</b>	<b>Above Standard</b> ✓
<b>Originality</b>	<ul style="list-style-type: none"> <li>▶ relies on existing models, ideas, or directions; it is not new or unique</li> <li>▶ follows rules and conventions; uses materials and ideas in typical ways</li> </ul>	<ul style="list-style-type: none"> <li>▶ has some new ideas or improvements, but some ideas are predictable or conventional</li> <li>▶ may show a tentative attempt to step outside rules and conventions, or find new uses for common materials or ideas</li> </ul>	<ul style="list-style-type: none"> <li>▶ is new, unique, surprising; shows a personal touch</li> <li>▶ may successfully break rules and conventions, or use common materials or ideas in new, clever and surprising ways</li> </ul>	
<b>Value</b>	<ul style="list-style-type: none"> <li>▶ is not useful or valuable to the intended audience/user</li> <li>▶ would not work in the real world; impractical or unfeasible</li> </ul>	<ul style="list-style-type: none"> <li>▶ is useful and valuable to some extent; it may not solve certain aspects of the defined problem or exactly meet the identified need</li> <li>▶ unclear if product would be practical or feasible</li> </ul>	<ul style="list-style-type: none"> <li>▶ is seen as useful and valuable; it solves the defined problem or meets the identified need</li> <li>▶ is practical, feasible</li> </ul>	
<b>Style</b>	<ul style="list-style-type: none"> <li>▶ is safe, ordinary, made in a conventional style</li> <li>▶ has several elements that do not fit together; it is a mish-mash</li> </ul>	<ul style="list-style-type: none"> <li>▶ has some interesting touches, but lacks a distinct style</li> <li>▶ has some elements that may be excessive or do not fit together well</li> </ul>	<ul style="list-style-type: none"> <li>▶ is well-crafted, striking, designed with a distinct style but still appropriate for the purpose</li> <li>▶ combines different elements into a coherent whole</li> </ul>	

*Note: The term “product” is used in this rubric as an umbrella term for the result of the process of innovation during a project. A product may be a constructed object, proposal, presentation, solution to a problem, service, system, work of art or piece of writing, an invention, event, an improvement to an existing product, etc.*