|  |  |  |  |
| --- | --- | --- | --- |
| CREATIVITY & INNOVATION RUBRIC | | | |
| **PROCESS** | | | |
| *Creativity & Innovation Opportunity at Phases of a Project* | **Below Standard** | **At Standard** | **Above Standard** |
| *Starting the Interview Process*  **Define the Creative Challenge** | -Chose a Family Member  -Minimal responses on Before Interview Journal | -Chose a Family Member  -Gives some thought into why this person was chosen  -Required responses on Before Interview Journal | -Chose a Family Member  -Gives deep thought into why this person was chosen  -Connects the choice of family member to the driving question of the unit  -Beyond Required responses on Before Interview Journal |
| *Creating the List of Questions*  **Identify Sources of Information** | -Has less than 15 questions  -No questions are their own  -No questions over historical events or eras  -Minimal Responses on Interview Questions Journal | -Has 15 questions  -2 questions are their own  -1 question over historical events or eras  --Required Responses on Interview Questions Journal | -Has 15 questions  -2 questions are their own  -1 question over historical events or eras  -Beyond Required Responses on Interview Questions Journal |
| *Conducts the interview*  **Generate and Select Ideas** | -Typed answers to questions are brief and incomplete  -Minimal Responses on During Interview Journal | -Typed answers to questions are completed with limited depth  -Required Responses on During Interview Journal | -Typed answers to questions are completed and with lots of detail  -Beyond Required Responses on During Interview Journal |
| *Presenting Results from Interview*  **Present Work to  Users/Target Audience** | -Presents results (text-heavy PowerPoint slides, recitation of notes, no interactive features)  -Does not address the driving question of the project | -Adds some interesting touches to presentation media  -Attempts to include elements in presentation that make it more lively and engaging  -Briefly mentions the answer to the driving question | -Creates visually exciting presentation media  -Includes elements in presentation that are especially fun, lively, engaging, or powerful to the particular audience  -Family Tree, Photos, Video  -Has a deep connection to the driving question |
| **PRODUCT** | | | |
|  | **Below Standard** | **Approaching Standard** | **At Standard** |
| **Originality** | • relies on existing models, ideas, or directions; it is not new or unique  • follows rules and conventions; uses materials and ideas in typical ways | • has some new ideas or improvements, but some ideas are predictable or conventional  • may show a tentative attempt to step outside rules and conventions, or find new uses for common materials or ideas | • is new, unique, surprising; shows a personal touch  • may successfully break rules and conventions, or use common materials or ideas in new, clever and surprising ways |
| **Value** | • is not useful or valuable to the intended audience/user  • would not work in the real world; impractical or unfeasible | • is useful and valuable to some extent; it may not solve certain aspects of the defined problem or exactly meet the identified need  • unclear if product would be practical or feasible | • is seen as useful and valuable; it solves the defined problem or meets the identified need  • is practical, feasible |
| **Style** | • is safe, ordinary, made in a conventional style  • has several elements that do not fit together; it is a mish-mash | • has some interesting touches, but lacks a distinct style  • has some elements that may be excessive or do not fit together well | • is well-crafted, striking, designed with a distinct style but still appropriate for the purpose  • combines different elements into a coherent whole |

*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.*

Creativity & Innovation Rubric / Grades 6-12 / Page 2