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| 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.*

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