

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

PROCESS				
<i>Creativity & Innovation Opportunity at Phases of a Project</i>	Below Standard	Approaching Standard	At Standard	Above Standard ✓
<i>Launching the Project</i> Define the Creative Challenge	<ul style="list-style-type: none"> ▶ I may just “follow directions” without understanding why something needs to be created ▶ I still need to learn how to think about what people might need or like when they use or see what is created 	<ul style="list-style-type: none"> ▶ I know that something needs to be created but cannot give detailed reasons why ▶ I have a basic idea of what people might need or like when they use or see what is created 	<ul style="list-style-type: none"> ▶ I understand the reasons why something needs to be created ▶ I understand the needs and interests of the people who will use or see what is created 	
<i>Building Knowledge, Understanding, and Skills</i> Identify Sources of Information	<ul style="list-style-type: none"> ▶ I use only the usual sources of information (website, book, article) 	<ul style="list-style-type: none"> ▶ I find one or two sources of information that are unusual 	<ul style="list-style-type: none"> ▶ I find unusual ways to get information 	
<i>Developing and Revising Ideas and Products</i> Generate and Select Ideas	<ul style="list-style-type: none"> ▶ I think of ideas for the product that are not new or original ▶ I pick an idea without deciding which one is best ▶ I still need to learn how to improve on the idea ▶ I still need to learn how to use feedback from others to improve written products 	<ul style="list-style-type: none"> ▶ I think of some new ideas for the product ▶ I quickly decide which idea is best ▶ I might think about how to improve on the idea, but might not ▶ I use some feedback to make small changes in written products 	<ul style="list-style-type: none"> ▶ I think of many new ideas for the product ▶ I carefully decide which idea is best ▶ I ask new questions and think about how to improve on the idea ▶ I use feedback from others to improve written products (CC ELA 3-5.W.5) 	
<i>Presenting Products and Answers to Driving Question</i> Present Work to Users/Target Audience	<ul style="list-style-type: none"> ▶ I present ideas and products in just the regular ways (show PowerPoint slides, read notes, have no audience involvement) 	<ul style="list-style-type: none"> ▶ I try to add some interesting touches to visual aids but they may not add much, or they may be distracting ▶ I try to involve the audience actively in the presentation but it is very quick or does not work well 	<ul style="list-style-type: none"> ▶ I create visual aids that are interesting to see and hear ▶ I involve the audience actively in the presentation (ask them questions, have them do an activity) 	

PRODUCT				
	Below Standard	Approaching Standard	At Standard	Above Standard ✓
Originality	<ul style="list-style-type: none"> ▶ My product looks like things that have been seen before; it is not new or unique 	<ul style="list-style-type: none"> ▶ My product has some new ideas, but it still looks mostly like things that have been seen before 	<ul style="list-style-type: none"> ▶ My product is new, unique, surprising; shows a personal touch 	
Value	<ul style="list-style-type: none"> ▶ My product is not useful or valuable by the people who use or see it ▶ My product would not work in the real world 	<ul style="list-style-type: none"> ▶ My product is somewhat useful but it may not exactly meet the needs of people who use or see it ▶ My product might work in the real world, but might have problems 	<ul style="list-style-type: none"> ▶ My product is seen as useful and valuable by the people who use or see it ▶ My product would work in the real world (not too hard, expensive, time-consuming to create) 	
Style	<ul style="list-style-type: none"> ▶ My product looks like other things like this; it is made in a traditional style ▶ My product has several pieces that do not fit together; it is a mish-mash 	<ul style="list-style-type: none"> ▶ My product has some interesting touches ▶ My product has some pieces that may be too much or do not fit together well 	<ul style="list-style-type: none"> ▶ My product is well-made, impressive, designed with style ▶ My product's pieces all go well together 	

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, improvement to an existing product, etc.