

# 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 3-5; 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>▶ I may just “follow directions” without understanding why something needs to be created</li> <li>▶ I still need to learn how to think about what people might need or like when they use or see what is created</li> </ul>	<ul style="list-style-type: none"> <li>▶ I know that something needs to be created but cannot give detailed reasons why</li> <li>▶ I have a basic idea of what people might need or like when they use or see what is created</li> </ul>	<ul style="list-style-type: none"> <li>▶ I understand the reasons why something needs to be created</li> <li>▶ I understand the needs and interests of the people who will use or see what is created</li> </ul>	
<i>Building Knowledge, Understanding, and Skills</i> <b>Identify Sources of Information</b>	<ul style="list-style-type: none"> <li>▶ I use only the usual sources of information (website, book, article)</li> </ul>	<ul style="list-style-type: none"> <li>▶ I find one or two sources of information that are unusual</li> </ul>	<ul style="list-style-type: none"> <li>▶ I find unusual ways to get information</li> </ul>	
<i>Developing and Revising Ideas and Products</i> <b>Generate and Select Ideas</b>	<ul style="list-style-type: none"> <li>▶ I think of ideas for the product that are not new or original</li> <li>▶ I pick an idea without deciding which one is best</li> <li>▶ I still need to learn how to improve on the idea</li> <li>▶ I still need to learn how to use feedback from others to improve written products</li> </ul>	<ul style="list-style-type: none"> <li>▶ I think of some new ideas for the product</li> <li>▶ I quickly decide which idea is best</li> <li>▶ I might think about how to improve on the idea, but might not</li> <li>▶ I use some feedback to make small changes in written products</li> </ul>	<ul style="list-style-type: none"> <li>▶ I think of many new ideas for the product</li> <li>▶ I carefully decide which idea is best</li> <li>▶ I ask new questions and think about how to improve on the idea</li> <li>▶ I use feedback from others to improve written products (CC ELA 3-5.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>▶ I present ideas and products in just the regular ways (show PowerPoint slides, read notes, have no audience involvement)</li> </ul>	<ul style="list-style-type: none"> <li>▶ I try to add some interesting touches to visual aids but they may not add much, or they may be distracting</li> <li>▶ I try to involve the audience actively in the presentation but it is very quick or does not work well</li> </ul>	<ul style="list-style-type: none"> <li>▶ I create visual aids that are interesting to see and hear</li> <li>▶ I involve the audience actively in the presentation (ask them questions, have them do an activity)</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>▶ My product looks like things that have been seen before; it is not new or unique</li> </ul>	<ul style="list-style-type: none"> <li>▶ My product has some new ideas, but it still looks mostly like things that have been seen before</li> </ul>	<ul style="list-style-type: none"> <li>▶ My product is new, unique, surprising; shows a personal touch</li> </ul>	
<b>Value</b>	<ul style="list-style-type: none"> <li>▶ My product is not useful or valuable by the people who use or see it</li> <li>▶ My product would not work in the real world</li> </ul>	<ul style="list-style-type: none"> <li>▶ My product is somewhat useful but it may not exactly meet the needs of people who use or see it</li> <li>▶ My product might work in the real world, but might have problems</li> </ul>	<ul style="list-style-type: none"> <li>▶ My product is seen as useful and valuable by the people who use or see it</li> <li>▶ My product would work in the real world (not too hard, expensive, time-consuming to create)</li> </ul>	
<b>Style</b>	<ul style="list-style-type: none"> <li>▶ My product looks like other things like this; it is made in a traditional style</li> <li>▶ My product has several pieces that do not fit together; it is a mish-mash</li> </ul>	<ul style="list-style-type: none"> <li>▶ My product has some interesting touches</li> <li>▶ My product has some pieces that may be too much or do not fit together well</li> </ul>	<ul style="list-style-type: none"> <li>▶ My product is well-made, impressive, designed with style</li> <li>▶ My product's pieces all go well together</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, improvement to an existing product, etc.*