

CREATIVITY & INNOVATION RUBRIC for PBL

PROCESS				
Creativity & Innovation Opportunity at Phases of a Project	Below Standard	Approaching Standard	At Standard	Above Standard ✓
Launching the Project Define the Creative Challenge	<ul style="list-style-type: none"> may just “follow directions” without understanding the purpose for innovation or considering the needs and interests of the target audience 	<ul style="list-style-type: none"> understands the basic purpose for innovation but does not thoroughly consider the needs and interests of the target audience 	<ul style="list-style-type: none"> understands the purpose driving the process of innovation (Who needs this? Why?) develops insight about the particular needs and interests of the target audience 	
Building Knowledge, Understanding, and Skills Identify Sources of Information	<ul style="list-style-type: none"> uses only typical sources of information (website, book, article) does not offer new ideas during discussions 	<ul style="list-style-type: none"> finds one or two sources of information that are not typical offers new ideas during discussions, but stays within narrow perspectives 	<ul style="list-style-type: none"> in addition to typical sources, finds unusual ways or places to get information (adult expert, community member, business or organization, literature) promotes divergent and creative perspectives during discussions 	
Developing and Revising Ideas and Products Generate and Select Ideas	<ul style="list-style-type: none"> stays within existing frameworks; does not use idea-generating techniques to develop new ideas for product(s) selects one idea without evaluating the quality of ideas does not ask new questions or elaborate on the selected idea reproduces existing ideas; does not imagine new ones does not consider or use feedback and critique to revise product 	<ul style="list-style-type: none"> develops some original ideas for product(s), but could develop more with better use of idea-generating techniques evaluates ideas, but not thoroughly before selecting one asks a few new questions but may make only minor changes to the selected idea shows some imagination when shaping ideas into a product, but may stay within conventional boundaries considers and may use some feedback and critique to revise a product, but does not seek it out 	<ul style="list-style-type: none"> uses idea-generating techniques to develop several original ideas for product(s) carefully evaluates the quality of ideas and selects the best one to shape into a product asks new questions, takes different perspectives to elaborate and improve on the selected idea uses ingenuity and imagination, going outside conventional boundaries, when shaping ideas into a product seeks out and uses feedback and critique to revise product to better meet the needs of the intended audience 	

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Presenting Products and Answers to Driving Question Present Work to Users/ Target Audience	<ul style="list-style-type: none"> presents ideas and products in typical ways (text-heavy PowerPoint slides, recitation of notes, no interactive features) 	<ul style="list-style-type: none"> adds some interesting touches to presentation media attempts to include elements in presentation that make it more lively and engaging 	<ul style="list-style-type: none"> creates visually exciting presentation media includes elements in presentation that are especially fun, lively, engaging, or powerful to the particular audience 	
Originality	<ul style="list-style-type: none"> relies on existing models, ideas, or directions; it is not new or unique follows rules and conventions; uses materials and ideas in typical ways 	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> is not useful or valuable to the intended audience/user would not work in the real world; impractical or unfeasible 	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> is seen as useful and valuable; it solves the defined problem or meets the identified need is practical, feasible 	
Style	<ul style="list-style-type: none"> is safe, ordinary, made in a conventional style has several elements that do not fit together; it is a mish-mash 	<ul style="list-style-type: none"> has some interesting touches, but lacks a distinct style has some elements that may be excessive or do not fit together well 	<ul style="list-style-type: none"> 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.