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| CreativitY & Innovation RuBRIC(for grades 3-5; CCSS ELA aligned) |
| **PROCESS** |
| *Creativity & Innovation Opportunity at Phases of a Project* | **Below Standard** | **Approaching Standard** | **At Standard** |
| *Launching the Project***Define the Creative Challenge** | • I just “follow directions” without understanding why something needs to be created. | • I know that something needs to be created but cannot give detailed reasons why. | • I understand the reasons why something needs to be created. |
| *Building Knowledge, Understanding, and Skills***Identify Sources of Information** | • I use only the usual sources of information (website, book, and article). | • I find one or two sources of information that are unusual. | • I find unusual ways to get information. |
| *Developing and Revising Ideas and Products***Generate and Select Ideas** | • 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. | • 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. | • 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). |
| *Presenting Products and Answers to Driving Question***Present Work to Users/Target Audience** | • I present ideas and products in just the regular ways. (show PowerPoint slides, read notes, have no audience involvement). | • 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. | • 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** |
| **Originality** | • My product looks like things that have been seen before; it is not new or unique. | • My product has some new ideas, but it still looks mostly like things that have been seen before. | • My product is new, unique, surprising; shows a personal touch. |
| **Value** | • My product is not useful or valuable by the people who use or see it.• My product would not work in the real world. | • 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. | • 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** | • 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. | • My product has some interesting touches.• My product has some pieces that may be too much or do not fit together well. | • My product is well-made, impressive, designed with style.• My product’s pieces all go well together. |

Adapted from Buck Institute for Education Creativity & Innovation Rubric