

CREATIVITY & INNOVATION RUBRIC for PBL: for grades 3-5; CCSS ELA aligned

PROJECT				
Creativity & Innovation Opportunity at Phases of a Project	Below Standard	Approaching Standard	At Standard	Above Standard ✓
<p>Launching the Project</p> <p>Define the Creative Challenge</p>	<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 	
<p>Building Knowledge, Understanding, and Skills</p> <p>Identify Sources of Information</p>	<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 	
<p>Developing and Revising Ideas and Products</p> <p>Generate and Select Ideas</p>	<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) 	

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PR O D U C T				
	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.