Passion Project Creativity Rubric

Cumberland County Public Schools
Creativity Badge Requirements

Overview:

Creativity involves generating ideas to meet the needs of a target audience. It involves testing ideas, receiving feedback, and making improvements while showing resilience throughout the process. Creative processes result in products/performances/solutions that meet the needs of the intended audience and are considered to be valuable and unique.

Badge Requirements:

Create a final project at work, in an internship, or in any content area that uses the skills below:

1. *Understand* and describe the needs and interests of the target audience.
2. *Generate ideas,* considering the success criteria and the needs of the target audience.
3. *Give and receive* feedback, take risks, and persevere.
4. *Collaborate* with peers to share, test, and evaluate ideas.
5. *Shape* original ideas into an original product or performance to meet the success criteria.
6. *Reflect* on the quality of their work in relation to the constraints and the needs of the target audience.

You can submit an application to earn a Creativity badge for any project that you have completed that meets these requirements. On the application you'll need to:

- Demonstrate and provide evidence for how you demonstrated proficiency during and at the end of the project using the Creativity Rubric.
- Reflect about your areas of strength and growth with the targeted 21st century skills by critically analyzing your work with others.
- Describe what you learned about yourself and your interests in the process.
- Think about how you will use your skills in other areas and set goals.

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Understanding needs and interests of the target audience.	Demonstrates a lack of understanding or misunderstanding/ confusion about the needs and interests of the target audience.	Demonstrates partial/incomplete understanding of the needs and interests of the target audience.	Demonstrates substantial understanding of the needs and interests of the target audience.	Shows an impressive depth of understanding of the audience for the solution to the problem, including expectations for and constraints on the solution.
Generating ideas, considering the success criteria and the needs of the target audience.	Generates few ideas.	Offers ideas that are somewhat diverse and reasonably clear, though they may not be detailed or expanded enough to show a relationship to the creative challenge at hand.	Offers ideas that are broad in their diversity; ideas are clearly articulated and closely related to the creative challenge at hand.	Takes an original, unique, imaginative approach to idea generation; generates a high volume of new ideas.
Giving and receive feedback, taking risks, and persevering.	Frequently stops exploring ideas when encountering moments of failure or constructive criticism.	Usually perseveres in exploring ideas when encountering moments of failure or constructive criticism.	Consistently perseveres in exploring ideas when encountering moments of failure or constructive criticism; shows resilience	Comfortably takes risks, tolerates ambiguity, learns from mistakes, and displays a willingness to grow.

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		in situations in which failure is part of the experience. Displays sufficient resilience when confronted with production challenges or setbacks; is confident and able to take calculated risks and adapt plans.	Often identifies problems or challenges before others are aware of them.
	Is beginning to display resilience when confronted with production challenges or setbacks, but sometimes lacks confidence and ability to take calculated risks and adapt plans.		
Collaborating with peers to share, test, and evaluate ideas.	Makes limited revisions that rarely advance or improve the quality or quantity of ideas.	Makes revisions, but has difficulty translating feedback into action items to sufficiently advance and/or improve the quality and quantity of ideas.	Regularly makes sufficient revisions that advance and/or improve the quality and quantity of ideas.	Refines, strengthens, or develops ideas by analyzing possibilities in forward-thinking ways; regularly revises and revisits ideas to improve them (e.g., "tinkering").
Shapes original ideas into an original product or performance to meet the success criteria.	Proposes a product that has a vague or incomplete connection to the task. Product is not considered to be valuable or unique by the broad, target audience and is not considered by experts to be creative.	Somewhat effectively, shapes original ideas into a product in an effort to meet specifications. Presents a product that is considered to be somewhat valuable and unique by the broad, target audience and is considered by experts to be somewhat creative.	Effectively shapes original ideas into a product in an effort to meet specifications. Presents a product that is considered to be valuable and unique by the broad, target audience and is considered by experts to be creative.	Products or performances include evidence of spontaneous fluency, flexibility, originality, or elaboration.

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Reflects on the quality of their work in relation to the constraints and the needs of the target audience.	Shows an inability to reflect on the quality of work.	Reflects with minimal accuracy on the quality of work.	Reflects with accuracy on the quality of work.	Is highly reflective and shows a strong capacity for self-critique.