**STEAM EXPO RUBRIC**

**Student Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| --- | --- | --- | --- | --- | --- |
|  | **5 pts** | **3pts** | **1pt** | **0** | **Total** |
| **Define the Creative Challenge** | understands the purpose driving the process of innovation/investigation  develops insight about the particular needs or complexities of project | understands the basic purpose for innovation/investigation but does not thoroughly consider the needs and interests of the target audience  may just “follow directions” without understanding the purpose for innovation/investigation or considering the needs and interests of the target audience  emerging/lacks creativity/lacks elaboration | may just “follow directions” without understanding the purpose for innovation/investigation or considering the needs and interests of the target audience  basic/limited/generic |  |  |
| **Identify Sources of Information** | 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 | finds one or two sources of information that are not typical  offers new ideas during discussions, but stays within narrow perspectives | uses only typical sources of information (website, book, article)  does not offer new ideas during discussions |  |  |
| **Generate and Select Ideas** | 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 | 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 | 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 |  |  |
| **Present/Work to Users/Target Audience** | creates visually exciting presentation media  includes elements in presentation that are especially fun, lively, engaging, or powerful to the particular audience | adds some interesting touches to presentation media  attempts to include elements in presentation that make it more lively and engaging | presents ideas and products in typical ways |  |  |
| **PRODUCT** | | | | | |
| **Originality** | is new, unique, surprising; shows a personal touch | has some new ideas or improvements, but some ideas are predictable or conventional | relies on existing models, ideas, or directions; it is not new or unique |  |  |
| **Value** | is seen as useful and valuable; it solves the defined problem or meets the identified need  is practical, feasible | 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 | is not useful or valuable to the intended audience/user  would not work in the real world; impractical or unfeasible |  |  |
| **Style** | is well-crafted, striking, designed with a distinct style but still appropriate for the purpose  combines different elements into a coherent whole | has some interesting touches, but lacks a distinct style  has some elements that may be excessive or do not fit together well | is safe, ordinary, made in a conventional style  has several elements that do not fit together; it is a mish-mash |  |  |