**STEAM EXPO RUBRIC**

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

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **5 pts** | **3pts** | **1pt** | **0** | **Total** |
| **Define the Creative Challenge** | understands the purpose driving the process of innovation/investigationdevelops 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 audienceemerging/lacks creativity/lacks elaboration | may just “follow directions” without understanding the purpose for innovation/investigation or considering the needs and interests of the target audiencebasic/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 ideasdoes 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 |  |  |