

Creative Process Rubric

Empathize | Define | Ideate | Present

	Advanced	Developing	Emerging
<p>Empathy – Ability to define the target audience. Research needs. Investigate why? Observe the user, tell stories, and gain consumer insights.</p>	<p>The student demonstrates a highly developed sense and strong comprehension of the empathy phase. Use of evidence based on consumer needs is advanced.</p>	<p>The student demonstrates a satisfactory awareness of the empathy phase. Use of evidence based on consumer needs is developing.</p>	<p>The student demonstrates a limited awareness of the empathy phase. Use of evidence based on consumer needs is very limited.</p>
<p>Define Problem – Ability to focus on directions based on research. Start with a brief. Be strategic.</p>	<p>The student demonstrates a highly developed sense of defining the problem and gaining consumer insights. Students are highly strategic in their approach.</p>	<p>The student demonstrates a satisfactory awareness of defining the problem and gaining consumer insights. Students are somewhat strategic in their approach.</p>	<p>Student does not focus on directions based on research. Overall, there is little evidence of defining the problem strategically.</p>
<p>Ideation – Ability to show evidence of participation in the ideation phase, which can include evidence of sketches, mind maps, play, brainstorming, word play, and inspiration from competitors. Focus on solutions.</p>	<p>Overall, the student shows excellent proficiency and evidence of their participation in the ideation process. Evidence of sketches, mind maps, word banks, consumer insights, and inspiration from competitors is strong. Students are able to strategically build engaging solutions.</p>	<p>The student shows satisfactory evidence of their participation in the ideation process. There is some evidence of sketches, mind maps, and inspiration from competitors. Students are able to build engaging solutions.</p>	<p>The student shows limited evidence of their participation in the ideation process. There is little evidence of participation in the ideation process.</p>
<p>Presentation – Ability to give a compelling introduction, make 3 main points that gets the attention of the audience, and end with a strong conclusion which is based on evidence and research. Student stays within allotted timeframe.</p>	<p>The student gives a compelling presentation based on evidence and research. Main points are clear and organized effectively. Supporting materials are original and logical. Student stays within the allotted timeframe.</p>	<p>The student gives a satisfactory presentation based on evidence and research. Main points are somewhat clear and organized. Supporting materials are logical. Time frame is somewhat kept.</p>	<p>The student gives a poor presentation. Main points are not clear and organized. Supporting materials are not evident. Student goes over the allotted timeframe.</p>

Empathy = 40 points. Define = 20 points. Ideation = 20 points. Presentation = 20 points. **Total = 100 points.**

The Creative Process

