

## CREATIVE ASSIGNMENT CRITERIA

	CRITERIA (X3)
6	<p>The work is unusually creative. The ideas/materials/methods used are novel, striking, and highly effective. Important ideas/feelings are illuminated or highlighted in sophisticated ways. The creation shows great imagination, insight, style, and daring.</p> <ul style="list-style-type: none"> <li>• The problem has been imaginatively re-framed to enable a compelling and powerful solution</li> <li>• Methods/approaches/techniques are used to great effect, without overkill</li> <li>• “Less is more” here: there is an elegant simplicity of emphasis and coherence</li> <li>• Rules or conventions may have been broken to create a powerful new statement.</li> <li>• Common materials/ideas have been combined in revealing and clever ways</li> <li>• The audience is highly responsive to the work</li> <li>• The work is vivid through careful attention to telling details and deft engaging touches</li> <li>• There is an exquisite blend of the explicit and implicit</li> </ul>
5	<p>The work is highly creative. The ideas/materials/methods used are imaginative and effective. There is attention to detail. A clear and confident voice and style are present.</p> <ul style="list-style-type: none"> <li>• Novel approaches/moves/directions/ideas/perspectives were used to good effect</li> <li>• There is an effective blend of personal style and technical knowledge</li> <li>• Familiar materials and ideas have been combined in new and imaginative ways</li> <li>• The work provokes a lively audience response</li> </ul>
4	<p>The work is creative. The ideas/materials/methods used are effective. A voice and style are present.</p> <ul style="list-style-type: none"> <li>• Novel approaches/moves/directions/ideas/perspectives were used to good effect</li> <li>• There are imaginative and personal touches scattered throughout the work</li> <li>• The work keeps the audience mostly engaged</li> <li>• There is a discernible and interesting effect/focus/message/style, with lapses in execution</li> <li>• The work takes some risks in methods/style/content</li> </ul>
3	<p>The work is somewhat creative. The ideas/materials/methods used show signs of imagination and personal style.</p> <ul style="list-style-type: none"> <li>• Familiar approaches/routines/moves were used, but with a few new twists</li> <li>• There are places where ideas and techniques are borrowed whole.</li> <li>• Novel ideas or approaches may be present but they seem stuck on, excessive, out of place and/or not integrated effectively in the work</li> <li>• Time-tested recipes and clichés are used even where there is a personal voice – the work is pretty “safe”</li> <li>• The work is a mish-mash of interesting and familiar approaches and effects, but with no coherence OR the work is technically very competent and coherent, without much spark or insight</li> </ul>

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2	<p>The work is not very creative. The approach is trite and the ideas clichéd, leading to a flat and predictable performance. There is little sense of the creator's touch, voice, or style here.</p> <ul style="list-style-type: none"><li>• The work offers little in the way of new approaches/methods/ideas</li><li>• There is little sign of personal voice, touch, or style</li><li>• The work suggests that the creator confuses "creative" and "risk-taking" with "shocking in a juvenile way"</li><li>• There is excessive and incoherent use of different materials, techniques, ideas</li><li>• The creator may have confused great care and precision with creativity – the work is more polished than imaginative or revealing</li></ul>
1	<p>The work is uncreative.</p> <ul style="list-style-type: none"><li>• The performance re-creates someone else's performance or relies exclusively on the models/directions/materials provided.</li><li>• The work is predictable throughout, relying almost exclusively on hackneyed approaches; there is no apparent personal touch</li><li>• The work is timid and lacking in vivid feelings and ideas – so abstract that it has little to say to an audience</li><li>• The work is done with care but without direction or insight</li></ul>