

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"> • The problem has been imaginatively re-framed to enable a compelling and powerful solution • Methods/approaches/techniques are used to great effect, without overkill • “Less is more” here: there is an elegant simplicity of emphasis and coherence • Rules or conventions may have been broken to create a powerful new statement. • Common materials/ideas have been combined in revealing and clever ways • The audience is highly responsive to the work • The work is vivid through careful attention to telling details and deft engaging touches • There is an exquisite blend of the explicit and implicit
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"> • Novel approaches/moves/directions/ideas/perspectives were used to good effect • There is an effective blend of personal style and technical knowledge • Familiar materials and ideas have been combined in new and imaginative ways • The work provokes a lively audience response
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"> • Novel approaches/moves/directions/ideas/perspectives were used to good effect • There are imaginative and personal touches scattered throughout the work • The work keeps the audience mostly engaged • There is a discernible and interesting effect/focus/message/style, with lapses in execution • The work takes some risks in methods/style/content
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"> • Familiar approaches/routines/moves were used, but with a few new twists • There are places where ideas and techniques are borrowed whole. • Novel ideas or approaches may be present but they seem stuck on, excessive, out of place and/or not integrated effectively in the work • Time-tested recipes and clichés are used even where there is a personal voice – the work is pretty “safe” • 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

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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">• The work offers little in the way of new approaches/methods/ideas• There is little sign of personal voice, touch, or style• The work suggests that the creator confuses "creative" and "risk-taking" with "shocking in a juvenile way"• There is excessive and incoherent use of different materials, techniques, ideas• The creator may have confused great care and precision with creativity – the work is more polished than imaginative or revealing
1	<p>The work is uncreative.</p> <ul style="list-style-type: none">• The performance re-creates someone else's performance or relies exclusively on the models/directions/materials provided.• The work is predictable throughout, relying almost exclusively on hackneyed approaches; there is no apparent personal touch• The work is timid and lacking in vivid feelings and ideas – so abstract that it has little to say to an audience• The work is done with care but without direction or insight