

TOI 1 Rubric

Learning Objective 1: Assess the importance of creativity, ideation, innovation, and/or technical design output to individuals, organizations, society, and/or various fields of study.

Learning Objective 2: Demonstrate skill with evaluating, adjusting, and adapting the creative process to address particular challenges, needs, or conditions.

Learning Objective 3: Design or create new ideas, mechanisms, methodologies, artistic works, and/or products.

Criteria	Exceeds Expectations	Meets Expectations	Working Towards Expectations	Did Not Meet Expectations	Not Applicable
Importance of Creativity and Innovation	Provides a comprehensive and insightful assessment of creativity and innovation's impact across multiple domains.	Clearly assesses the importance of creativity and innovation in relevant contexts.	Attempts to assess creativity and innovation but lacks depth or clarity.	Fails to assess the importance of creativity and innovation.	Criterion not applicable to this activity.
Adapting the Creative Process	Demonstrates advanced ability to evaluate and adapt the creative process to meet specific challenges.	Shows adequate skill in adjusting the creative process to address needs or conditions.	Makes some effort to adapt the creative process but with limited effectiveness.	Does not demonstrate ability to evaluate or adapt the creative process.	Criterion not applicable to this activity.
Designing or Creating Outputs	Creates original and impactful ideas, mechanisms, methodologies, artistic works, or products.	Designs or creates functional and relevant outputs with some originality.	Produces outputs with limited creativity or relevance.	Fails to design or create meaningful outputs.	Criterion not applicable to this activity.

Adapted from “Creative Thinking VALUE Rubric” by the Association of American Colleges and Universities, 2009, <https://www.aacu.org/value-rubrics>. This derivative work is licensed under CC BY-NC-SA 4.0.