

Assignment Project: Word Associations Technique - Cereal box toy Grading: 100 Points				
	Exemplary	Satisfactory	Unsatisfactory	Faculty Comments
Creative Concept/Device 30 points	Final Toys chosen for each of the "kids" shows EXCEPTIONAL effort, thought and uniqueness. Student shows a very clear understanding and importance of creative techniques. A Hollywood Stuntman A Construction Worker A Fry Cook	Final Toys chosen for each of the "kids" shows SUFFICIENT effort, thought and uniqueness. Student shows a very clear understanding and importance of creative techniques.	Final Toys chosen for each of the "kids" DOES NOT show effort, thought and uniqueness. Student shows little regard or understanding of the importance of the creative techniques.	
Technique Process 40 points	Process shows EXCEPTIONAL thought, clarity of information, effort and understanding in using the creative technique. •State your challenge/objective in one sentence. • List min. 5 words that do NOT rep your problem . •Responses to words. • Group words and write ideas next to the groupings •Brainstorm and create solutions.	Process shows SUFFICIENT thought, clarity of information, effort and understanding in using all parts of the creative technique. •State your challenge/objective in one sentence. • List min. 5 words that do NOT rep your problem . •Responses to words. • Group words and write ideas next to the groupings •Brainstorm and create solutions.	Process shows LITTLE OR NO effort or understanding in thought, or clarity of the technique and is INCOMPLETE in using all parts of the creative technique. •State your challenge/objective in one sentence. • List min. 5 words that do NOT rep your problem . •Responses to words. • Group words and write ideas next to the groupings •Brainstorm and create solutions.	
Ideas 20 points	Brainstorming by grouping and creating a minimum of 10 different (total) solutions (toys) shows EXCEPTIONAL effort, thought and uniqueness.	Brainstorming by grouping and creating a minimum of 10 different (total) solutions (toys) shows SUFFICIENT effort, thought and uniqueness.	Brainstorming by grouping and creating and/or developing fewer than 10 different (total) solutions (toys) show LITTLE OR NO CREATIVE effort, thought and uniqueness.	
General 10 points	All parts of assignment are submitted in a neat and organized manner. Assignment is turned in on time.		All or parts parts of assignment are missing and/or are not completed in a neat and organized manner. Assignment is turned in late.	