

CCP Students Award for Applied Creativity

The following rubric is for CCP Student Award for Applied Creativity:

Criterion	(1) Poor	(2) Average	(3) Good	(4) Excellent
Creative Concept & Originality Weight: 30%	0-7 pts The creative concept is unclear, derivative, or lacks originality. Limited evidence of creative thinking or idea development.	8-15 pts The creative concept is identifiable but underdeveloped. Shows some originality, though ideas rely heavily on familiar or conventional approaches.	16-23 pts The creative concept is clear and original. Demonstrates purposeful idea development and creative thinking, with some innovative elements.	24-30 pts The creative concept is highly original, well-defined, and compelling. Demonstrates strong innovation, imagination, and distinctive creative vision.
Application of Creative Industry Skills & Processes Weight: 25%	0-6 pts Limited application of relevant creative industry skills, tools, or processes. Execution is weak or inconsistent.	7-12 pts Basic application of creative industry skills and processes, though execution lacks consistency or depth.	13-19 pts Appropriate and effective application of creative industry skills, tools, and processes. Execution supports the creative outcome.	20-25 pts Excellent and professional application of creative industry skills and processes. Demonstrates strong technical competence and purposeful execution.
Cultural, Social, or Industry Relevance Weight: 25%	0-6 pts Limited connection between the project and cultural, social, or industry contexts. Relevance is unclear or superficial.	7-12 pts Some connection to cultural, social, or industry contexts, but relevance is not fully articulated or developed.	13-19 pts Clear and relevant connection to cultural, social, or industry contexts. Demonstrates awareness of audience or sector needs.	20-25 pts Strong, meaningful engagement with cultural, social, or industry contexts. Demonstrates insight into audience needs, trends, or sector impact.

Presentation, Communication & Professional Quality Weight: 20%	0-4 pts Presentation is unclear, poorly structured, or incomplete. Professional quality is weak.	5-9 pts Presentation communicates basic ideas but lacks clarity, coherence, or professional polish.	10-14 pts The presentation is clear, organized, and professional. Communication effectively supports creative work.	15-20 pts Presentation is polished, engaging, and professional. Communication enhances creative work and demonstrates industry-ready quality.
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