Give Our Cheese A Chance

IC Category: Hybrid: Task + Performance

FOCUS: Innovation and design process, improvisational acting, storytelling, teamwork.

Challenge: Your TASK is to create a mascot costume and present a PERFORMANCE in which you show the Appraisers a commercial for your cheese company's grand opening that includes the mascot.

Time: You will have up to 5 minutes to use your IMAGINATION and the CREATIVE PROCESS to create a costume and plan and practice a grand opening commercial and up to 2 minutes to present a performance of your commercial to the Appraisers .

The Scene: Your brand new cheese factory *Curds of Creativity Company* is planning a grand opening celebration and has decided to create a company mascot for a commercial advertising the event.

- **Part One: (5 minutes):** Use the materials provided to create a costume for your mascot and plan and practice your performance. Your performance must feature your team-created mascot and include a company slogan in a commercial for the grand opening celebration of your cheese factory.
- **Part Two (2 minutes):** Present a performance of your grand opening commercial to the Appraisers featuring your mascot and company slogan.

Materials:

2 foam cups	2 sheets of newspaper	1 large brown paper bag
4 sheets of construction paper	6 straws	8 chenille sticks
4 mailing labels	4 rubber bands	1 paper plate

Colored markers and scissors will also be available but may not be damaged or part of the performance. In addition, a piece of paper and a pencil will be available as you plan your solution.

Scoring:

You will receive:

- 10 points if your commercial has a beginning, middle, and end
- Up to 10 points for the creativity of your company slogan
- Up to 20 points for the creativity of your mascot
- Up to 20 points for the creativity of your performance.
- Up to 20 points for the creative use of materials.
- Up to 20 points for how well your team works together.

Give Our Cheese A Chance Appraiser Score Sheet

Give Our Cheese A Chance	Score
Performance includes a beginning, middle AND end (0 OR 10)	
Creativity of company slogan (0 - 10)	
Creativity of mascot (0 – 20)	
Creativity of the performance (0 – 20)	
Creative use of materials (0 – 20)	
Teamwork (0 – 20)	
Total score out of 100	

Creativity Rubric
0 – 5: Creativity is present and is somewhat enhanced. The solution applies. Attempt at application. Solved with marginal addition and expected, common ideas.
6 – 10: Creativity is present and relevant. There is a theme. The solution is complete. Solved with related elements.
11 – 15: Creativity is present and integrated. There is evident synthesis (something that is made by combining different things such as ideas, styles, etc.). Mostly original work and solved with integration.
16 – 20: AHA! WOW! Creativity is there and is innovative. Unrelated elements synthesized to create a new idea. Solved by innovation.

Creative Use of Materials Rubric
0 – 5: Some materials are used in common ways
6 – 10: Materials are used, but few in unusual ways Materials are rarely combined.
11 – 15: Materials are used, several in unusual ways. Several materials are combined, but rarely more than once
16 - 20: Most materials are used in unusual ways. Many materials are used in combination, several more than once

Teamwork Rubric
0 – 5: there is a dominating individual who limits participation by others, cooperation is minimal, little sharing of ideas
6 – 10: some evidence of individual team member roles, some cooperation, some evidence of accepting ideas of others
11 – 15: acceptance of team roles above average, good cooperation, sharing and acceptance of ideas of others
16 – 20: Leadership and team roles are clearly identified, diversity of skills mutually respected and evident, team dynamics are exemplary.