

Stretch Creativity Rating System

Wording A

1

Elements

2

Configuration

3

Context

1

Known

2

3

Familiar

4

5

Unusual

6

7

Fresh

8

9

New

10

Stretch Creativity Rating System

Wording B

1

Terms

2

Arrangement

3

Environment

1

Conventional

2

3

Mildly Unconventional

4

5

Unconventional

6

7

Extremely Unconventional

8

9

Ground Breaking

10

Stretch Creativity Rating System

Example 01

Subject

Aiwa Logotype



- 1 Known
- 2
- 3 Familiar
- 4
- 5 Unusual
- 6
- 7 Fresh
- 8
- 9 New
- 10

	1 Elements	2 Configuration	3 Context	Total	Average	Handicap
Person 1	3	4	7	14		0
Person 2	3	3	6	12		-2
Person 3	1	5	9	15		+1

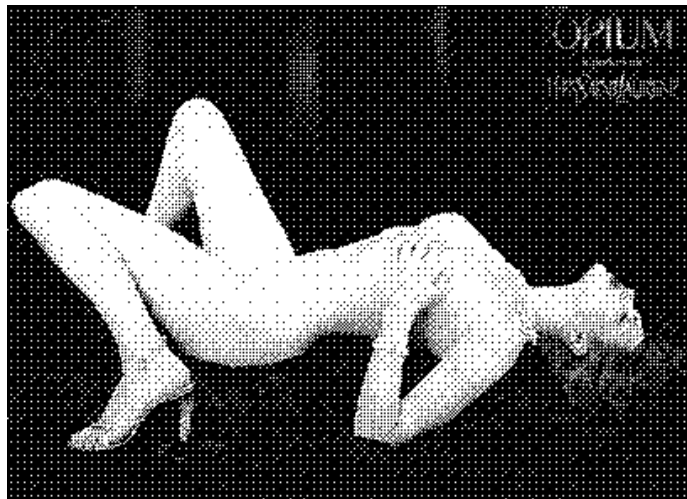
Stretch Creativity Rating System

Example 02

Subject

Sophie Dahl

Opium Advert



- 1 Known
- 2
- 3 Familiar
- 4
- 5 Unusual
- 6
- 7 Fresh
- 8
- 9 New
- 10

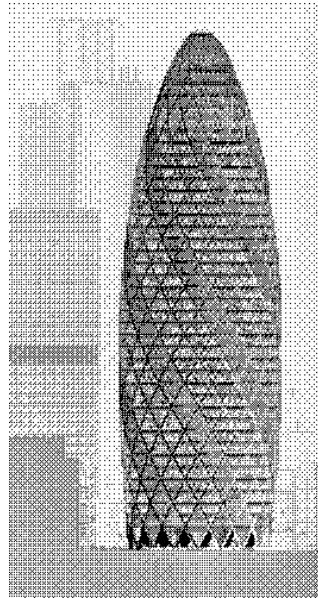
	1 Elements	2 Configuration	3 Context	Total	Average	Handicap
Person 1	5	7	9	21		+3
Person 2	3	6	8	17		-1
Person 3	2	4	10	16		+2

Stretch Creativity Rating System

Example 03

Subject

Norman Forster's
Swiss Re Building



- 1 Known
- 2
- 3 Familiar
- 4
- 5 Unusual
- 6
- 7 Fresh
- 8
- 9 New
- 10

	1 Elements	2 Configuration	3 Context	Total	Average	Handicap
Person 1	5	8	8	21		+1
Person 2	3	6	10	19		-1
Person 3	4	7	9	20		0