

IDEATION

BRAIN STORM

There are similar techniques under the same umbrella.

BRAINWALK

Use stations to quickly talk + bounce ideas.

- Speed
- Collaborate

BRAIN WRITE

Write down idea then pass along for someone else to add.

- Working w/ others

BRAIN PUMP

Saying anything + everything that comes to mind.

- Stream of consciousness
- ramble

medium

COLLAGE

MIND MAP

WORST IDEA

SKETCH

Draw it out

STORY BOARD

break down ideas

- script?
- slow down scenes

ROUGH

don't worry about perfect pictures.

- Speed draw
- details
- Labels

COMBIND

CONSIOS

UNCONSCIENCE (IMAGINATION)

(RATIONAL THOUGHTS)

Supplies (tape, glue, scissors)
Cardboard
magazines
Sticky notes
easy cleanup

use outside materials to express ideas/thoughts/feelings.

creative
quick
start from the center and blossom out.

illuminate strengths/weaknesses
details
breakdown
fine points

Saying the worst idea is a great way to start an ideation session. It might lead to many creative solutions.

- talk
- Collaborate