



### TAKE A RISK

As adults we are taught to censor ourselves. In brainstorming we must not censor our ideas before they have time to bloom into something big. The "silly" comment you could make just might plant the seed that leads to the next great idea.



### THROUGH A CHILD'S EYES

If you have ever spent time with a 6 year old you know the sense of amazement and imagination they have. They can turn a pencil into a jet plane. Explore your idea through a child's eyes and you might open yourself up to new ways of seeing.



### MICROSCOPIC VIEW

Scientists use microscopes to explore things not readily seen upon first inspection. What are you not seeing upon your initial look?



### LUCK OF THE DRAW

Out of chaos comes order. Take a handful of unrelated things and write them down on small pieces of paper. Randomly arrange these pieces of paper to create a loose sentence structure. Use these sentences to jump-start ideas and new perspectives.



### RAPID FIRE BRAIN DUMP

Empty your brain by shooting out ideas in rapid fire form. Free association in combination with these brain dumps can often yield unexpected and creative results.



### CHANGE OF SCENERY

Sometimes we need to break free of our studio environs and take a break. Try brainstorming in a park or at the beach. Museums are also a great place to get visual stimulation. A change of scene often changes perspective.



### A DIFFERENT ANGLE

Try looking at things from the view point of another person. What if you were Georgia O'Keeffe, Madonna, Picasso or Jacques Cousteau? How differently would you see things?



### CHAIN REACTION

Some ideas feed off of one another. For 60 seconds try to generate rapid fire ideas. The faster the better. Keep track of the ideas on a sketch pad. At the end, review the ideas. For another 60 seconds build off of each idea. At the end of the exercise cull the ideas for refinement. Unique ideas can come from ordinary beginnings.



### START FROM SCRATCH

Don't be afraid to start from scratch. However this time, go into the brainstorm with no preconceived notions. Let go of what you know and proceed with the final goal in mind.

*Hitting a road block? Stimulate your creative juices. Take a break and use these cards to break through your creative barriers. Start by cutting the cards and putting them in a box or paper bag. Choose a card. Read the card out loud and use the techniques on the cards as a point of reference to begin brainstorming. The only rule is that no ideas can be pooh-pooed. Get everything down on paper, good, bad, ugly. Generate at least 10 ideas, then choose which ideas are worth refining.*