

Word Lists

1. Read through the creative brief.
2. As you read through your creative brief, circle any word that describes the product, service, goal of the client, and any word that resonates with you.
3. On a separate sheet of paper write down the words as column headers.
4. Under each word column, write down ANY word that comes to mind, even if it seems unrelated.
5. Use the words you generate to help you visualize and explore ideas.
You can combine words from the columns to explore unexpected ideas.

Three Column Word Lists

1. Read through the creative brief.
2. On the board, or a large sheet of paper, make three columns. In the first column write as many words, phrases related to your point of focus for your design.
3. In the second column, pick an idea that interests you from the first column and write down a series of words related to it.
4. In the third column, write down words that are the opposite of the material you included in column one and | or column two.
5. Circle and connect relationships that span columns one through three.
Then connect the words to form bigger ideas that can be sketched and made into design solutions.

Mind Mapping

1. Read through the creative brief.
2. In the center of the page, write your focus for your brainstorm. It could be something you've researched or a restatement of the design problem, the product or service or a potential direction for your solution.
3. Write words related to your focus around the center brainstorm thought. Once you run out of words, write down opposites and ANY thoughts, even if they seem unrelated.
4. Look at what you have and start choosing two word items at a time from the page and expand upon their relationships | combinations and new meanings. Write those elements on the page.
5. Circle and group elements from the page to generate your concepts from the map and then create your designs.