

2.00B Lecture 3

2-11-09

Innovation & Brainstorming

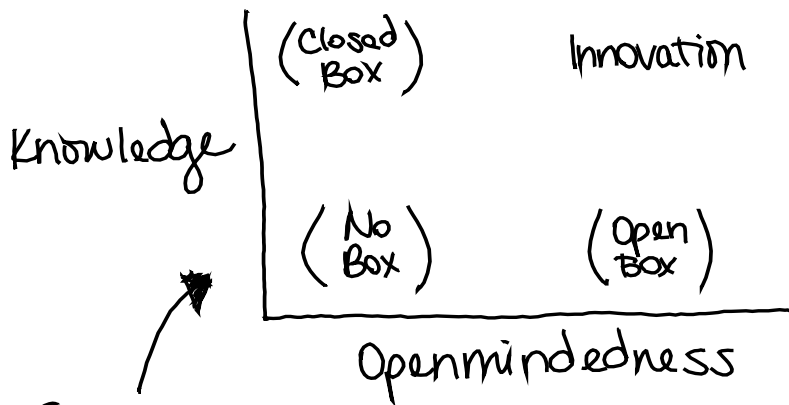
Innovation - application of new ideas
or technologies

Ex. Teflon tape

- combos of existing ideas

Invention - something that has
never existed before
(a technology)

Ex. Teflon



See
Slides

Humor + Innovation

- Non-obvious connections
- Making the incongruity congruent
(too incongruent → confusing)
 - Can be developed via association mapping

Types of Ideation

- Free Form (Brainstorming, Free Writing)
- Structured (TRIZ)
- New Perspectives (Rolestorming)
- Association (Mind Mapping)

Brainstorming - thinking differently
- coming up with MANy ideas quickly
- no evaluation / criticism

- encourage wild ideas
- build on ideas
- challenge assumptions

* If you missed class today, you missed the unsafe toy brainstorming activity (and candy)!

Logistics

Hasbro trip Friday

Teams + Theme next Tuesday (NOT Monday)

No lab this week

* Purchase drawing kit from Artist + Craftsman in Central Square!