Theme and brainstorming
“Can you double the order for next week again?”
- Paolo Adajar
“Design is 10% thought and 90% caffeine.”
- Fernando Rendon
Humor

“10 angry men sit in a room with oddly large coffee cups resumable doing nothing.
(black and white, 1979)”

- Salem Ali
“can you please pass the cow”
-bennett ellenbogen
Theme

2010 — outdoors
2012 — imagination
2013 — “in the dark”
2015 — surprise
2016 — intrigue
2017 — animate

2018 — taxidermy!
Dream
Dream?
Dream is fantasy
Dream is experimental
Dream is aspirational
Dream is doing the impossible!
Idea generation strategies
Why?
Quantity of Ideas vs. Overall Creativity Score per Subject

$R^2 = 0.81952$
Idea generation strategies
Brainstorming

New points of view

To generate LOTS of ideas....

quickly!
Brainstorming

Problem statement

20-40 minutes

5-9 people

Room/environment

One facilitator and lots of paper
Brainstorming Rules
Brainstorming Rules

Defer judgement
NO EVALUATION

Switch left brain to silent mode

Encourage wild ideas

Build on ideas

Challenge all assumptions
Brainstorm Sketching

Quick and clear

Draw big

Name

Brief pitch

Record

Repeat

SFX NERF DART
Brainstorming Assistance
Dopamine
I/M/P

Ideas Per Minute
(Per Person)

Quantity not quality

>1.0 IPM (PP)

10 people,
15 min = 150 ideas
Brainstorming

Problem statement

20 minutes

5 people

(in 3-370)

one facilitator and lots of paper
Brainstorm!
I / M / P team average
Idea Classification

Not selecting ideas yet!

Silent sort

Choose appropriate categories

Name the categories

Funny Ideas

Big Toys

Good Ones

starts with “R”
7,363,474 is quite an original answer to the problem ‘How much is 12+12?’

However, it is only when conditions are such that this answer is useful that we can also call it creative.

- Sarnoff Mednick

**Idea Selection**
Selecting, first pass
Selecting again, Pugh Charts

Assessment criteria

Pick one idea as a benchmark

Rate each criteria with +, $S$, or - as compared to the benchmark
Fidget spinners

Base of comparison should be one you fully understand

<table>
<thead>
<tr>
<th>Feature</th>
<th>Spinners 1</th>
<th>Spinners 2</th>
<th>Spinners 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spin time</td>
<td>s</td>
<td></td>
<td>s</td>
</tr>
<tr>
<td>Cost</td>
<td>s</td>
<td>+</td>
<td>+</td>
</tr>
<tr>
<td>Ergonomics</td>
<td>s</td>
<td>-</td>
<td>-</td>
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<tr>
<td>Coolness</td>
<td>s</td>
<td>+</td>
<td>++</td>
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</tbody>
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Pugh Charts, Criteria

- play value
- enthusiasm
- appropriateness (PLAYsentation)
- friendly, safety
Brainstorm Assignment

- fantasy
- construction
- sensory
- challenge

a. ideate as many as you can in each category

b. research + choose one favorite idea from each of 4 categories

c. 4 legible, full page sketches with idea name in your design notebook

d. redraw these 4 ideas on printer paper with your name
Brainstorm Assignment

- fantasy
- construction
- sensory
- challenge

One of your team’s ideas will be the starting point for your final toy!

Don’t do it right before lab.

This assignment is important.

It is graded.
Brainstorm Assignment

- fantasy
- construction
- sensory
- challenge

1. Did you complete the assignment?
2. Are the sketches large and legible?
3. Are the ideas thoughtful (don't exist already and are within theme)?
Children’s Museum Visit!

Meet at the Boston’s Children Museum at 6:30 PM Friday

Red line to South Station

Introduction to play-testing and the children’s museum

Then explore!
Lecture Tomorrow

Sketching!
Dream and brainstorming!