



Brainstorming

Three easy stages

When working on a design problem, the first solution that is thought of doesn't always turn out to be the best. Brainstorming is an effective way to generate lots of fresh, unusual ideas quickly. It allows participants to take their minds beyond only sensible, practical solutions, and if used repeatedly, could overcome the peer pressure associated with idea generation.

Brainstorming can be used to come up with new design projects or to find new ways to solve existing design problems. It is best done in groups of six to eight people, however a small class can brainstorm together.

Go for lots of wild ideas, but postpone judging their quality, as this will inhibit the flow of the brainstorm. Some suggestions will grow out of others as the session develops. For this to happen group members need to listen to each other, so try to ensure there is only one conversation at a time. Stay focused on the brainstorm subject, so even the wildest ideas will be relevant.

1 don't make judgments



that's rubbish

2 stay focused on the subject



3 build on the ideas of others



4 one conversation at a time



5 encourage wild ideas

