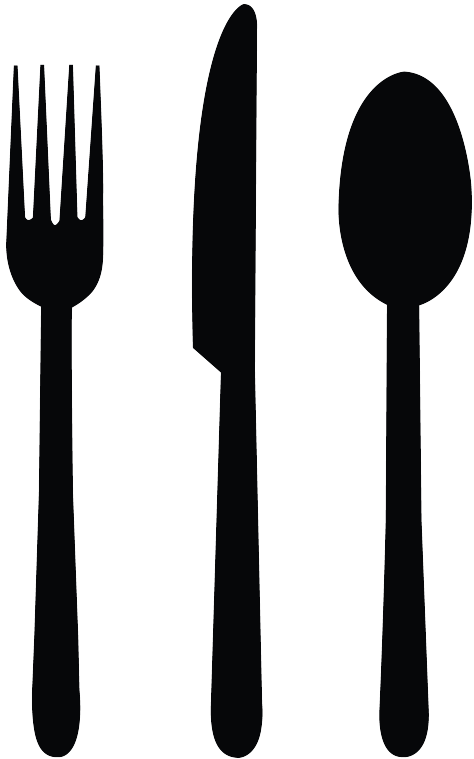


**Brainstorming;
Little Notes on Creativity,
the Outrageous Opposites
and the Power of Free Association**

Fall 2014 – 2015 Julide Aksiyote

Everyday objects



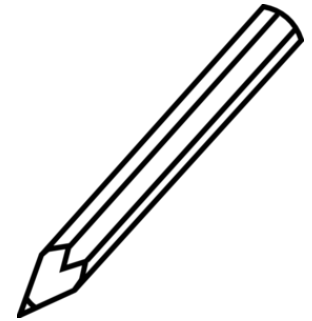
a fork, a knife and a spoon



toilet rolls

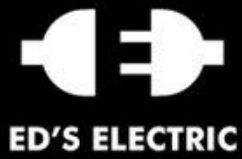


coat hangers



a pencil

Designer: Ji Lee



glasses

LONDON
LONDON

Designer: Ji Lee

C **Ⓛ** CK

ELEV**V**ATOR

Typographic symbols

UNITY;

Similarity,

Proximity,

Continuation,

Closure.

MARRIAGE

MOTHER

Families
A READER'S DIGEST
PUBLICATION

Designer: Herb Lubalin

Logotype Design

Designer: Lindon Leader
Landor Associates

FedEx®

Designer: Turner Duckworth

amazon.com®

Designer: Landor Associates



NORTHWEST
A I R L I N E S®

Logotype Design

Designer: Stylo Design



Outdoor Advertising
with a purpose:
Bench, Shelter, Ramp



Smart Ideas
for Smarter Cities
IBM

Ogilvy France

Packaging Design



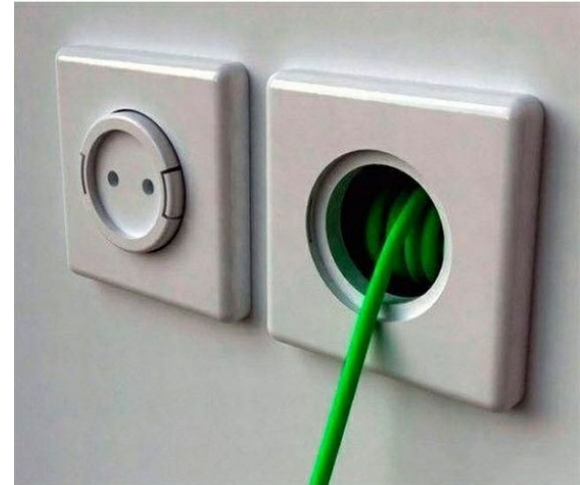
Unwrap your voice.

Unwrap your voice.



THE FIRST THROAT DROP TO REVEAL ITS POWER WHILE BEING UNWRAPPED.

Industrial Design



Industrial Design



Photo © LucidiPevere

Industrial Design



Architecture



Syrian Beehive Traditional Houses
Frank Gehry - Guggenheim Bilbao
Tadao Ando - Church of Light

Lets come up
with an idea!



idea = plan, design, scheme,
project, proposal,
proposition, suggestion,
recommendation, aim,
intention, objective,
purpose, end, goal,
target

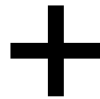
idea = connections

the story of George de Mestral - A Swiss Inventor -
who went hunting one day in the late 1940's

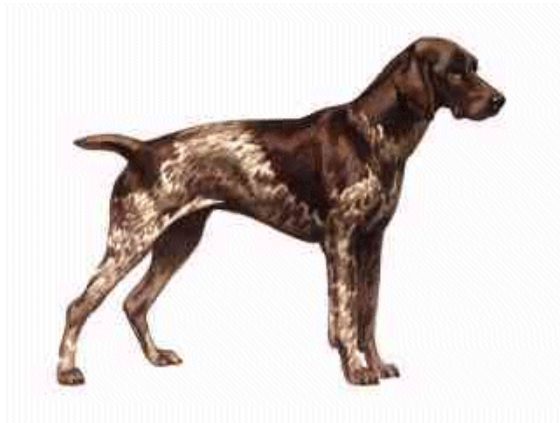
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+



the story of George de Mestral - A Swiss Inventor -
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+



= velcro

the owner of a diet center wanted to develop
a new diet product

- People drink a lot of water when they diet.
- People exercise with weight as they diet.

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Sports drink or water + Dumbbells

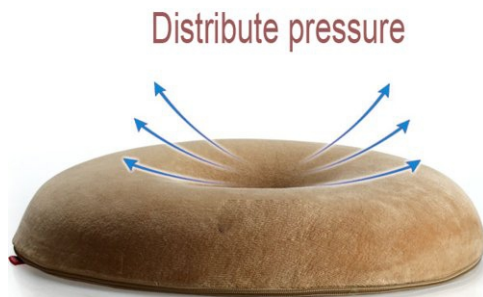
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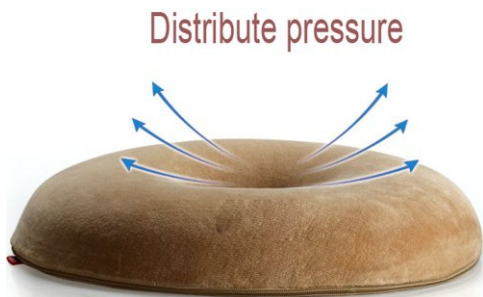


Professional cyclists want more cushion, more shock absorption, more surface area in a bicycle seat..



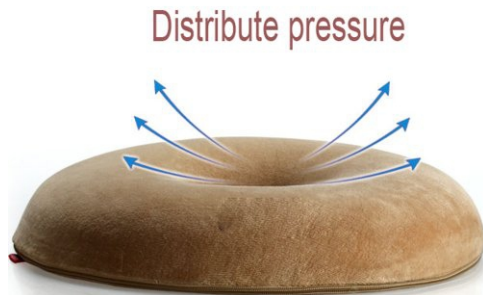
Donut cushions for Hemorrhoids +

Professional cyclists wants more cushion, more shock absorption, more surface area in a bicycle seat..



Donut cushions for Hemorrhoids + saddles =

Professional cyclists wants more cushion, more shock absorption, more surface area in a bicycle seat..



Donut cushions for Hemorrhoids + saddles = selle Italia cutout saddles



Accidental Combination

Accidental Combination

In a store of your choice make a list of 20 objects (you would likely see) or have two people select 10 items. List them down.

Accidental Combination

In a store of your choice make a list of 20 objects (you would likely see) or have two people select 10 items.

A

computer
coffeemaker
bagel
sunglasses
doormat
bathtub
cell phone
suntan lotion
bedroom
television

B

slicer
sculpture
hammock
beeper
windows
vacuum cleaner
automobile
ticket
soda can
insect repellent

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a simple hammock in the tub with a headrest to hold the baby's head securely, leaving the parent's hands free to do the washing.

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A lotion that protects against
both sun and insects.

Accidental Combination

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soda can
insect repellent

a doormat with built in suction.
When you step in the doormat,
the doormat sucks the dirt
from the bottom of your shoes.

Accidental Combination

Combining the attributes: Take one object from column A and one from B. Break each subject by listing its attributes and then randomly combine them to trigger ideas.

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Accidental Combination

bedroom

bed

place to sleep

window shades

located near bathroom

sense of security

automobile

passengers

moves

wheels

different colors

automatic door locks

Accidental Combination

bedroom

bed

place to sleep

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automatic door locks

inspires the idea of;

A master lock near the bed that controls all the locks, doors, windows, computer systems, and everything else in the house with one key.

Accidental Combination

bedroom

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place to sleep

window shades

located near bathroom

sense of security

automobile

passengers

moves

wheels

different colors

automatic door locks

Accidental Combination

bedroom

bed

place to sleep

window shades

located near bathroom

sense of security

automobile

passengers

moves

wheels

different colors

automatic door locks

inspires the idea of;

Light sensors that automatically raise or lower the shades according to the intensity of the outside light into window shades.

Outrageous Opposites

Opposites attract.

Every action needs an equal and opposite reaction.

Heroes, have villains.

Yings have their yangs.

Federers their Nadals.

Outrageous Opposites

When you think of an idea, the first things that comes to your mind are often the ideas that are not very unique or fresh but **correct** or **appropriate**.

We, as human beings, are **scared** of failure or being **humiliated** for the stupid ideas we may have.

Outrageous Opposites

As logical thinkers **the biggest danger** is our ability
and appetite to continually **assess** and **evaluate**.

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and appetite to continually **assess** and **evaluate**.

Well... we have good news!

Outrageous Opposites

No idea is stupid, or nonsense
if you know what to do with it!

Outrageous Opposites

So how do we use ideas that are not traditional?

Objective: Open a new pizza place

Outrageous Opposites

So how do we use ideas that are not traditional?

Objective: Open a new pizza place

Traditional:

New topping

Different size of pizza

Different price of pizza

Outrageous Opposites

So how do we use ideas that are not traditional?

Objective: Open a new pizza place

Traditional:

New topping

Different size of pizza

Different price of pizza

Opposite:

Old topping

square, rectangle, by the meter, one size fits all, sell in slices to make a whole, bite size...

One price fits all, price based on time of the day, number of pizzas purchased, price based on crust, price based on loyalty (buy 5 and price comes down, buy 10 and price comes down further)...

“The best way to have a good idea is to have lots of ideas.”

Nobel Prize Winner - Linus Pauling

The power of Free Association

So we come up with a few ideas about our pizza place.. what else can we do?

lets write down a list of things we think of when we hear the word

pizza!

How to Have Tons of Ideas

As “LiteMind” states it;

Welcome Dumb Ideas, or Any Ideas for That Matter

Your focus should never be on having great ideas.

Always strive for quantity.

Most people don't ever try having ideas because they're socially afraid to have their ideas labeled as “stupid” or “dumb”.

Get over it: your ideas that are regarded as dumb today may be the foundation for a groundbreaking idea tomorrow.

And when you eventually have such an idea, nobody will remember your less successful ones. (And on the matter of being afraid to show your ideas, keep in mind that teasing is a disguised form of shaming, of others trying to throw you off balance.)

“It is only through quantity that you get quality.”

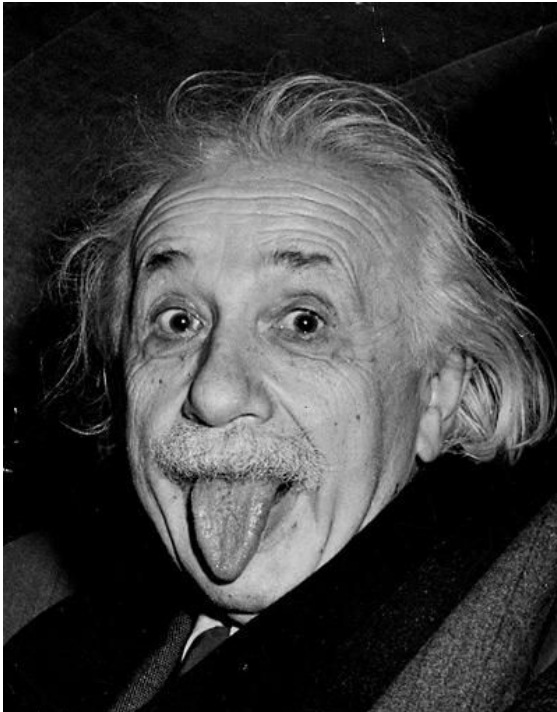


Thomas Edison held nothing less than 1903 patents. Imagine, then the amount of his non patented work...

Bach wrote a cantata every week, even when ill or fatigued.



Einstein is famous for his theory of relativity, but he published 248 other papers.



Mozart produced more than 600 works.

The power of Free Association

salty
big
round
pimples
fat
tasty
boys
man
tv
sports
games
wine
italian
pajamas
leftovers
romantic
burnt crust

red and white
comfort
couch
exams
party
drunk
cheese
oily
stained t-shirt
popping buttons
ice cream
...

The power of Free Association

salty **sweet**
big **small**
round **square**
pimples **satin**
fat **skinny**
tasty **disgusting**
boys **girls**
man **apes**
tv **radio**
sports **solitaire**
football games **ice skating**
wine **beet juice**
italian **german**
pajamas **haute couture**
leftovers **black market**
romantic **snm**
burnt crust **liquid**

red and white **black and white**
comfort **painful**
couch **buss line**
exams **summer vacation**
party **home alone**
drunk **sober**
cheese **frosting**
oily **dry**
stained t-shirt **white shirt and tie**
popping buttons **0 size models**
ice cream **banana**
recep ivedik **sherlock holmes**
...