- In class: brainstorming problem
- Take-home: scenario of daily ritual
- Team formation information
Ideation: brainstorming

- do it all the time
- brainstorming
  - one of a number of techniques
  - invented at RAND
  - to prevent “group think”
Brainstorming Rules

☐ One person facilitates: writes down ideas for all to see

☐ Everybody contributes ideas

☐ No idea is too crazy

☐ No judgments made during session

☐ Lull does NOT mean “done”
Brainstorming Sketch

Problem

- rituals of daily life
- two steps:
  - brainstorm
  - select “best”
- top ideas will be choices for take-home portion
Ritual of daily life scenario

- choose ONE from the selections made by today’s groups
- create an illustrated scenario of you doing that scenario. Be creative and engaging.
- write one paragraph reflection on how your choice of representations and media altered the presentation
Ritual of daily life scenario

CHOOSE WISELY
Ideation: mind maps

- one way to organize brainstorming results
- Use Post-Its or multiple sheets of paper or special software
- look for a “central” idea
- select ideas that are next layer out, link with arcs
- Repeat above step until all ideas are linked
Ideation: mind maps

☐ Problems:

☐ do not confuse sequence with hierarchy!

☐ sometimes need to identify different central idea (iterate!)

☐ some ideas do not link easily
# Team Formation

**NORTHEAST**
- Vladimir Yurievich
- Vinit Rohit
- Wenjie
- Pardha
- Muhammed
- Umut

**NORTHWEST**
- Edwin A
- Justin Nicholas
- Caleb Bradley
- Albert
- Manas Neelamkumar

**SOUTHEAST**
- Justin Ryan
- Tao
- Arul Isai
- Christine L
- Xiaoyan

**SOUTHWEST**
- Pradyut Kumar
- Amine
- Jihane
- Johnny Livingstone
- Leo James

- Glina
- Joshi
- Zheng
- Pyla
- Abu-Saç
- Balli

- Bachett
- Gawrilo
- Jones
- Park
- Tungare

- Belcher
- Huang
- Imran
- Lee
- Yu

- Bafna
- Chigani
- Najdi
- Sam Raj
- Waugh

- Form your own by 3.2 (Feb 2)
- 4 or more / team
- have at least 3 different categories
- consider schedule, front/back loaded, complementary ideas
Coming Attractions...

- For Monday: read Digital Ground, Introduction and Chapter 1
- Sketch problem 1 due next Friday
- Form teams!