

Brainstorming



Module IV



Course 2



T1



L1

Activity

- **Short Description:** One of the most successful tools to develop creative solutions to a problem is brainstorming. The brainstorming technique deals with examining a topic or concept by encouraging / motivating students to freely express their ideas.
- **Methodology:** Ideation process with post-its
- **Duration:** 2 hours
- **Difficulty (high - medium - low):** medium low
- **Individual / Team:** Teams 5-10
- **Classroom / House:** Classroom
- **What do we need to do this activity?**
 - Flipchart
 - Internet Connection
 - Paper, pen, markers, post-its

Description:

One of the most successful tools to develop creative solutions to a problem is brainstorming. Its major advantage is the promotion of out-of-the-box thinking.

The brainstorming technique deals with examining a topic or concept by encouraging / motivating students to freely express their ideas. The aim is to involve students in exploring the subject with any spontaneous ideas or



suggestions. In the context of applying this technique, the teacher first sets one appropriate question, designed to ponder students and stimulate their thinking and imagination.

After the facilitator presents the challenge, the brainstorming session begins. The session usually lasts about 30 minutes. Participants are encouraged to write down innovative, pervasive, sometimes even provoking ideas about the solution of the problem on post-it notes. Writing down the ideas eliminates the effect of dominant extroverted people, as well as the fear of not satisfying the leader of the group (boss). The notes are stuck to the table and can be reviewed by other participants. One of the most important rules is that bad ideas do not exist. Criticism does not exist. Even irrelevant and impossible ideas can lead to new innovative ideas.

Students then express their views / ideas and the teacher or the students themselves record them on the board. At this stage, the ideas presented are not criticized. In the next phase, students are invited to explain their own ideas and to judge those of their peers, with the aim of revealing the multiple aspects of the subject and enriching their knowledge.

After thirty minutes, the brainstorming session ends, and the facilitator leads the group through the process of idea classification. The categories of ideas are written on the table and post-it notes are rearranged according to their content to specific categories.



Participants then discuss and vote for the most important category in the scope of their challenge. Further on, the most appropriate idea in this category is selected on the base of group consensus.

Actions the teacher should do:

- Timely informing students about the subject they will be negotiating.
- It asks an appropriate question with the aim of problematic students
- Stimulates students' imagination with appropriate audiovisual material (eg websites).
- Records students' views / ideas on the board without judging them.
- Categorizing ideas and arranging them according to students' interest.

Actions students should do:

- Express their ideas in a random order
- They are invited to explain their ideas below
- They are asked to judge the ideas of their classmates in order to reveal multiple aspects of the subject and enriching their knowledge.



Instructions

1. STEP 1: Presentation of the challenge and time schedule
2. STEP 2: Individual reflexion 5'
3. STEP 3: Brainstorming 30'
4. STEP 4: Classification of the ideas and voting 10'
5. STEP 5: Panel session and conclusions 45'

The teacher can come up with the subject or challenge of the session

Afterwards, the teacher will facilitate the conversation and negotiation with students based on the selected topic. The students will be given the opportunity to stimulate their imagination based on videos that the teacher will provide.

Additionally, the teacher will ask students to explain their views and ideas on the subject and negotiate on whether they agree or not. The main objectives of this exercise is to provide students with the opportunity to generate their own new key ideas on multimedia elements based on natural and rural landscapes, or digital heritage and cinema. Through this motivation process, the students will be encouraged to freely express and explain their ideas and judge the ideas of their classmates in order to reveal multiple aspects of the subject and enriching their knowledge.

Take enough time to discover de more creative ideas

Expected outcomes

- List of ideas

Illustration:

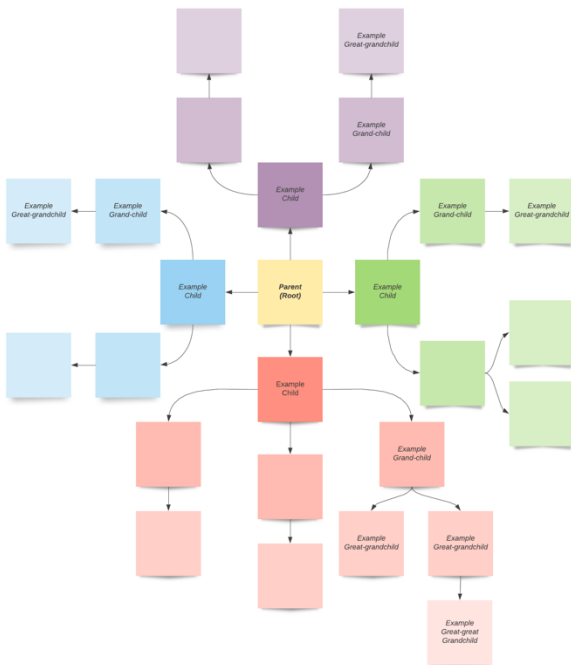


Image: <https://www.lucidchart.com/blog/13-effective-brainstorming-techniques>

This activity can be used in other (module, course, topic, lesson):

- Course IV. 2 Creativity / L1: Creativity and Problem solving

REFERENCES:

- 3.2.2. Brainstorming (partner UTH) in R5.1. Creativity and Soft skills for XXI Century (Student to Practice Report)
- 3.2.4. Brainstorming (partner BSC kranj) in R5.1. Creativity and Soft skills for XXI Century (Student to Practice Report)
- Lucid Software Inc. (2019): When Inspiration Strikes: 13 Effective Brainstorming Techniques. Available at: <https://www.lucidchart.com/blog/13-effective-brainstorming-techniques>
- ClickUp (2019). 6 Proven Brainstorming Techniques To Find Your Best Ideas. Available at: <https://clickup.com/blog/brainstorming-techniques/>

