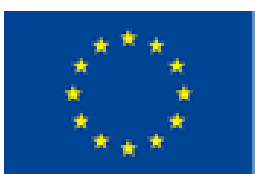


Module IV. Soft skills Library

Developing Creativity Course

Topic 1. Creative Thinking

Activity T1.L1.1. Brainstorming



Co-funded by the
Erasmus+ Programme
of the European Union



Brainstorming

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.



learn
more

- Methodology: Ideation process with post-its
- Duration: 2 hours
- Difficulty (high - medium - low): Medium
- Individual / Team: Teams 5-10
- Classroom / House: Classroom

Brainstorming



In this activity, 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.

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.

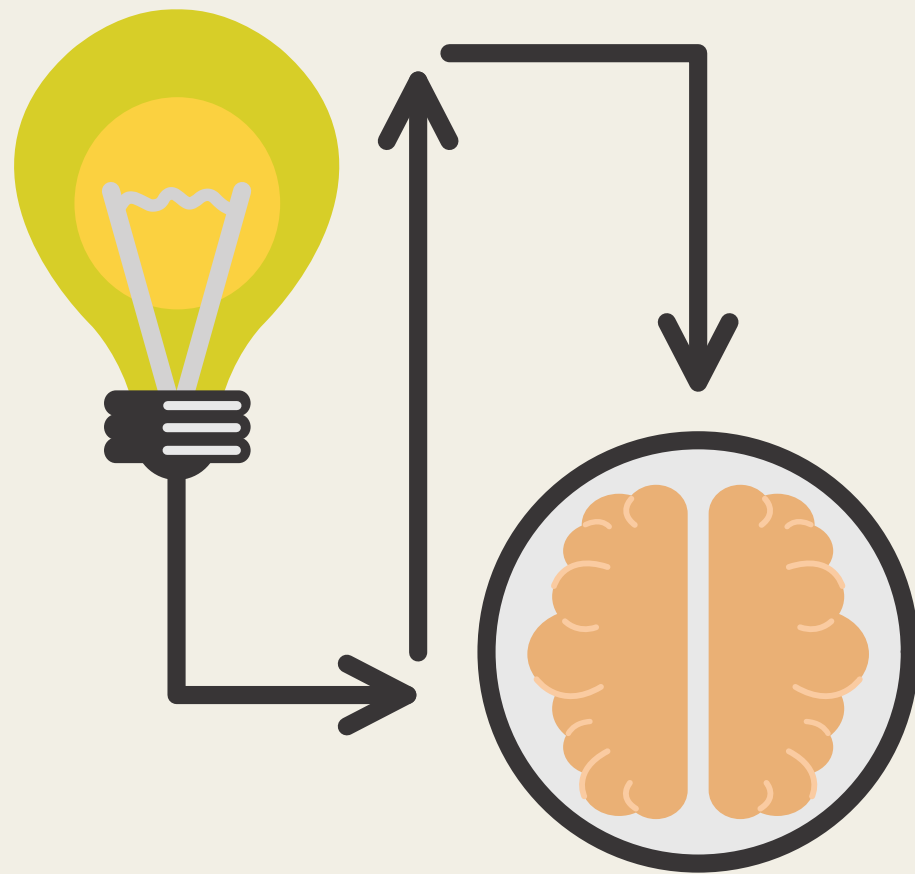


Brainstorming



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, to reveal the multiple aspects of the subject and enrich their knowledge.



Brainstorming



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 based on group consensus.



INSTRUCTIONS:

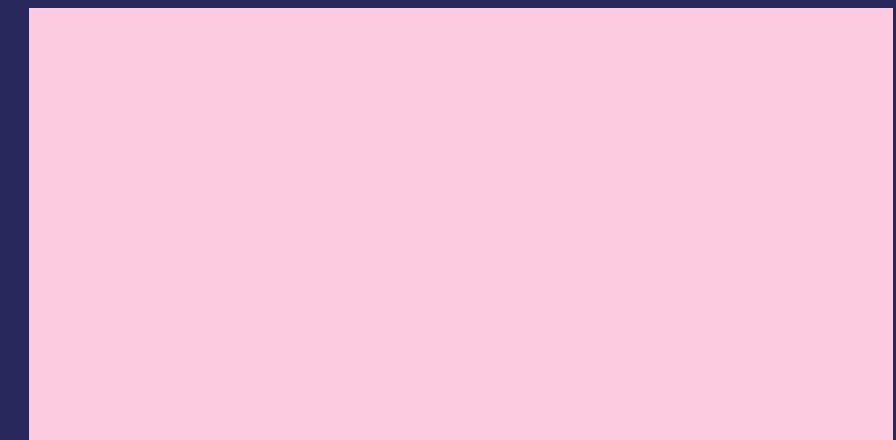
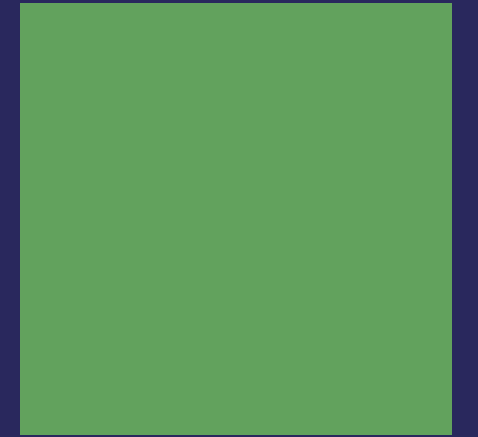
STEP 1 – Presentation of the challenge and time schedule

STEP 2 – Individual reflexion 5'

STEP 3 – Brainstorming 30'

STEP 4 – Classification of the ideas and voting 10'

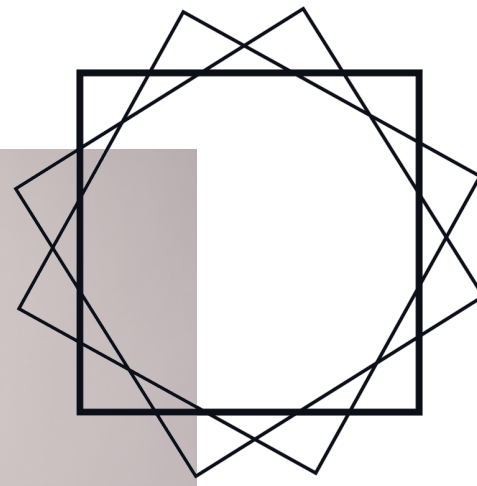
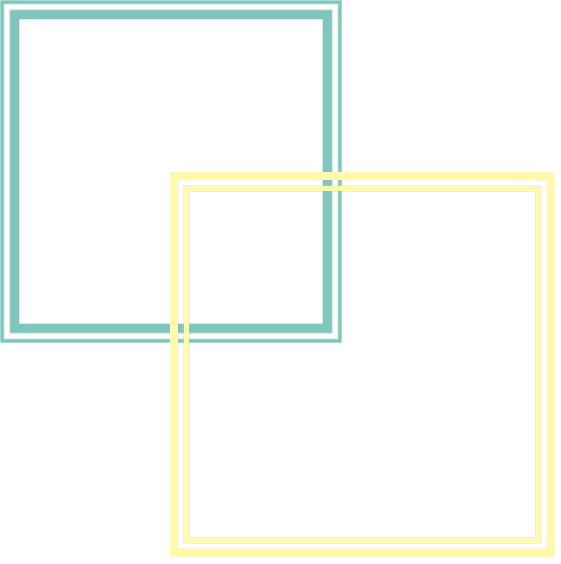
STEP 5 – 1. Panel session and conclusions 45'



EXPECTED OUTCOMES:

- List of ideas





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Creativity + Innovation & Technology

