Creativity — Selecting & thumbnailing

Most of our ideas are terrible.

This means that you want to be able to generate as many ideas as possible. Remember that only about 10% of your ideas are going to be worth looking at. So if you want to have to best chance of generating something good, you should come up with **as many ideas as possible**.

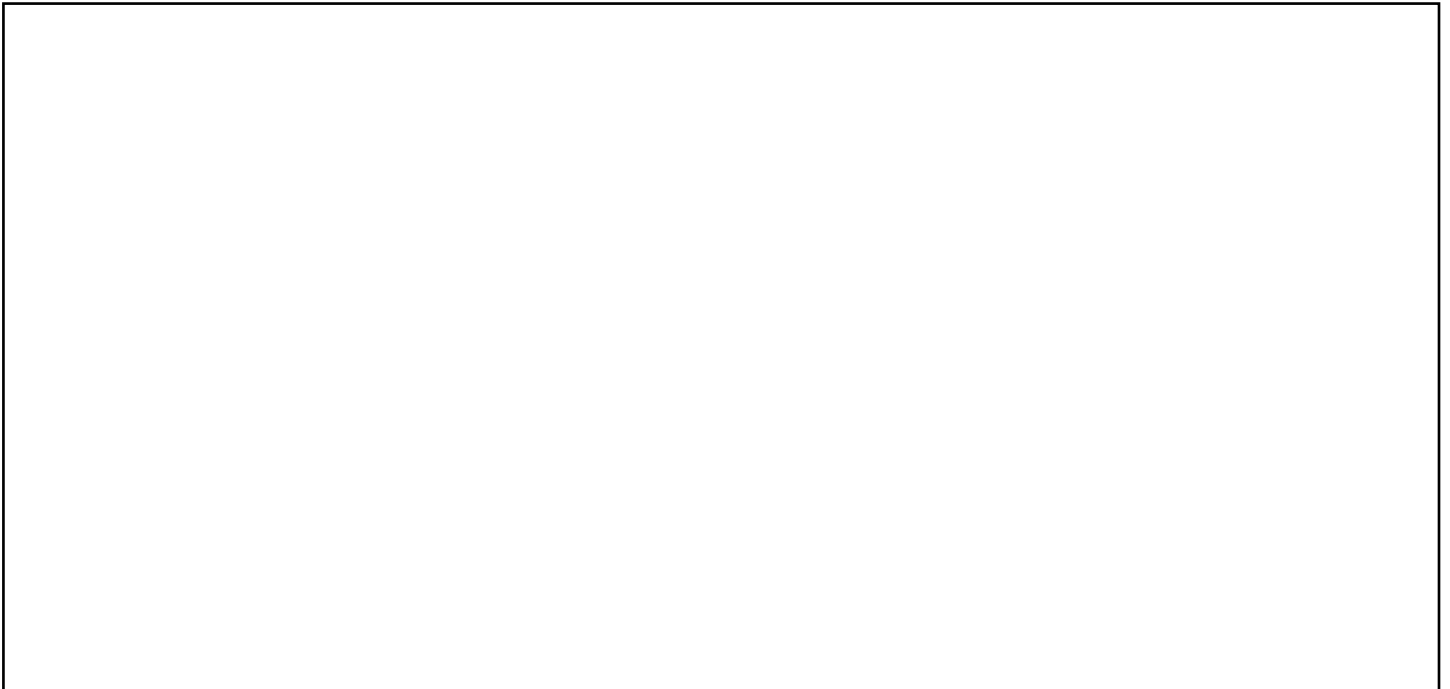And then you go back and select the best ones.

When narrow down your ideas, keep the following things in mind:

- Intentionally choose the more unusual ideas. Avoid the easy ideas that are common.
- Choose the most detailed ideas. These will tend to be more unique as well.
- Keep your mind open so that you don't do the same thing that has been done before.
- Combine things in unusual ways. You might like "fish" and "handbags", but someone carrying a fish-shaped handbag is neat!
- Target the top 10%.

Put a box around the ideas that strike you the most. And then combine the ideas that could work together in the same artwork with a bold, dashed line.

disappointment because the super dogs did not wear capes

grandma and grandpa's spaniel

usually gentle, cuddly dog

dog shows → Fall Fair

are these dogs actually happy?

mother carrying babies on their back

salt

leeches

webs

getting spider webs in your face

Holly

bit my sister on her face

huge dogs that drag you along

tarantulas

spiders

poisonous snakes

there are plenty of fish in the sea

walking

dogs

ferocious

aggressive

embarrassing moments

hugely distractable dogs

jumping over a fence to get away from neighbour's dogs

eating each other

floating upside down

fish

really? this counts as a pet?

there's always a bigger fish

protective

loyal

playful

apartments that do not allow pets

pets

pets who get sick or pass away

inappropriate pets

Paddington

polar bears that are kept outside in warm climates

What's that, Lassie? Timmy's down the well!

Lassie

Littlest Hobo

famous

Laika

wild pets who require medication

cats who squirm when you try to give them their pills in shots

pets1

pets2

pets3

kittens

cats playing piano

Winnie-the-Pooh

teddy

polar

zombie

Toto

animals

farm

rabbits

cat videos

grumpy cats

Boston

Bruins

werebears

bears

tigers

zoo

microscopic

gigantic

birds

hunting

dinosaurs

grumpy cat

favourite team growing up

oh my!

grizzly

lions

planet-sized

life-sized

sizes

nature

little red riding hood

wolves

pack hunters

mice

dead animals brought into the house

werewolves

Ricky Rat ◄ Mickey moss

plants

flowers

Mickey Moss

Mickey Moose

hanburgers

shoes

handbags

gloves for assassins

leather

ice cream

wheat

carnivorous

human-eating

scum

algae

moss

moose

cows

saddles

cowboys still exist in Western Canada

cowboys

escape

barns

trapped

fires

pig

tasty

mushrooms

fairy rings

Mickey Moss

arson

playing

marshmallows

humane conditions

intelligent

stinky

poisonous

hallucinagenic

gnomes

farms

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Add your **own ideas** in the rectangle above

In these rectangles, **draw four different compositions** of what your idea could look like. Remember to crop and be non-central.