

Creativity Techniques

Visual Synectics

WM-MVS
Transmedial Narration
5th Semester
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2020

1. Problem analysis & problem definition
2. Spontaneous Solutions
3. Re-drafting the Problem
4. Select Images from other fields of interests. (4-20)
This can include former design work of yourself, references, moodboards, random image material.
5. Image analysis. Find impressing elements, associated thoughts, links, feelings
6. Force Fit – Transfer of learnings onto the problem.
Materials, parts, properties, functions, positive aspects, negative aspects.
7. Method of resolution

Links Visual Research:

Random Access Memory: <http://ram.thomastraum.com/>
Instagram: @ram.traum.inc

Valtteri Laihanen, Early Colors:
<https://earlycolors.tumblr.com/>
Blvck Walnut:
<https://blvckwalnut.tumblr.com/>

Paul Brenner, Modern Twerking:
<https://moderntwerking.tumblr.com/>

Links Creative Techniques:

Thomas Traum, It's nice that: Thomas Traum's Bookshelf provides a glimpse into his thoughtful and pragmatic practice: <https://www.itsnicethat.com/articles/thomas-traum-bookshelf-051218>

George M. Prince Wordpress:
<https://georgemprince.wordpress.com/>

Synectics:

Gordon, William J.J. Synectics: The Development of Creative Capacity.