**The focal method**

1. Take an object that needs to be given unusual properties ("Game"), let’s call it a focal.

2. Choose random 2 … 5 words that are not related to the object of

improvement or between each other. This can be done by literally by

pointing your finger at the dictionary.

3. Determine what they cause associations and make a list for each of these words.

4. Take our focal object and apply the resulting lists to it. Thus, the characteristics of random words are carried over to the main word.

5. Now look at the phrases you have received and decide which ones do not fit, and what can be used.

6. Consider interesting variants for further application. As a result, very strong ideas can appear.

**The focal method Example:**

1. Focus on the main word – Game.

2. Choose random words: curtains, window, sound.

3. Compose a list of associations for each word. Curtains – dense, strong, long. The window is open, clean, transparent. Sound – soft, loud, heavy.

4. Now try the resulting lists to "Game", it is dense, strong, long, open, clean, transparent, soft, loud, heavy.

5. Remove inappropriate combinations.

6. See how you can apply the best options. Take “open” and “transparent”. You can make an interesting version of the design of a transparent game. A loud game? A dense game?