

Case Technique 1:

Building on
another's ideas



What does it mean to build on another's work?

As the name implies, building on another's idea is when we add up or make a varying idea that is originally coming from another's. This type of ideation provides a way for individuals within a group to offer suggestions that would increase the value of the original thought or idea from others. (E-Coach,2017)



What's the **purpose** of building on another's idea?

Since this technique involves group works, the technique serves as a catalyst to creating an idea as they keep modifying and improving the original thought.

As mentioned earlier, the method revolves around increasing the value of another's idea. That is one of the purposes of building on an idea that is not yours.

Another purpose to that ideation technique is to find the flaws and negatives that might be the reason as to why the thought is being built on.

Technique Activity:

DOODLING

The original line is the dark colored line that is centered and bent (made with black pen). I drew a bunch of lines and followed the flow of the original line. In a way, I improved the line by making a fireball that is thrown up.

