College Name : Government college of Engineering, Bodinayakkanur Team ID: PNT2022TMID49427

Team Size: 4

Team Leader: PRIYADHARSHINI N

Team member: AMBIKA T

Team member: NIHARIHA P

Team member: SINDHUPRIYA G

Maximum mark: 4marks

**Brainstorming and ideation**

List of ideas:

1) Come up with bad ideas first.

2) Break and build ideas.

3) Play word games.

4) Create a mood board.

5) Play improves games.

6) Doodle.

7) Change your physical environment.

8) Don't invite too many people.

Top 3 ideas for brainstorming

1) Come up with bad ideas first

Start out brainstorming sessions by spending 10 minutes coming up with a bunch of bad ideas first. You might throw one out yourself first to show them what you mean. This will help you set a much more open and playful tone than a formal atmosphere would.

2) Play word games

Word games can be powerful ways to help remove you from the traditional mindset that tends to produce generic, unoriginal ideas. If you're trying to get out of an idea rut, try adding a few games to your meeting to drum up some out-of-the-box thinking.

One great word exercise is creating a "word storm." To create a word storm, write down one word, and then brainstorm a whole slew of words that come to mind from that first word. Try thinking about the function of that word, its aesthetics, how it's used, metaphors that can be associated with it, and so on.

3) Create a mood board.

Combining imagery, color, and visual-spatial arrangements can help surface emotions and feelings that will spark fresh, new ideas. It's also been proven to significantly improve information recall in comparison to more conventional methods of learning.

A mood board is simply a random collection of images, words, and textures focused on one topic, theme, or idea. Like with mind mapping, the visual components of the mood board can be anything branching off that central topic.