# Get yourself into a creative frame of mind

## Clarify your creative problem

Express the creative problem you intend to resolve in the form of a question.

## Accept the initial difficulty

Review how you feel about your creative problem. Express your uncertainty, as giving voice to it can help you cope with the feeling of disorientation that an unusual request can create.

## Set an appropriate framework

What deadlines can you set that are neither too restrictive nor too vague?

How much documentation do you need to produce? Which sources of information will you take into consideration?

**Get yourself into**
**a creative frame of mind**

## *Let the ideas emerge*

Who can you talk in order to stimulate new ideas? How can you find time to go and talk to these people?

From what other professional or creative spheres could you find inspiration?

What new tools of expression could you use to express how you feel and stimulate new ideas?
(Drawings, models, collages, trend charts, etc.)

## *Golden rules*

- Accept that you'll need to sit for a while with the creative question you are going to answer; do not try to resolve it immediately.
- Do not be obsessed with your productivity. Accept that a little time will be lost every day in order to save time overall (discuss, consult, test, etc.).
- Clear your mind; take breaks, be inspired by what you discover outside of work (art exhibitions, etc.).