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# Project Brief

All projects begin with discovery. Asking the right questions will produce answers that will stimulate your creativity and form the basis for ideas.

**Project**

**Graphic Translation**

**Theme**

**Designer**

Why did you choose your theme?

What is unique about your theme?

What things come to mind when you think about the theme?

List 8 nouns that are relevant to your theme?

What adjectives best describe this theme?

What colors are relevant to your theme?

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## Dictionary Definition

Look up the meaning of each noun and paste the most significant definition in the form field.

This extra bit of information can trigger your mind to have additional associations—essential for idea generation.

## List Synonyms

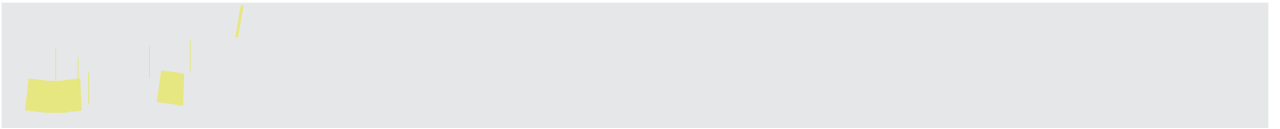
Use a Thesaurus to find words that are similar to the noun. Paste the words that spark your interest in the form field.

This extra bit of information can trigger your mind to have additional associations—essential for idea generation.

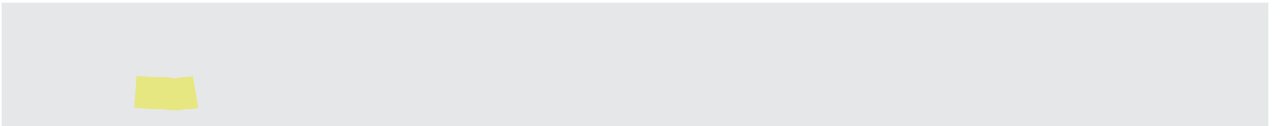
## Highlight Associations

Review each noun and highlight/circle the words that spark your interest. Consider the significance of each highlight word then select 8 nouns to expand in the Word Map phase.

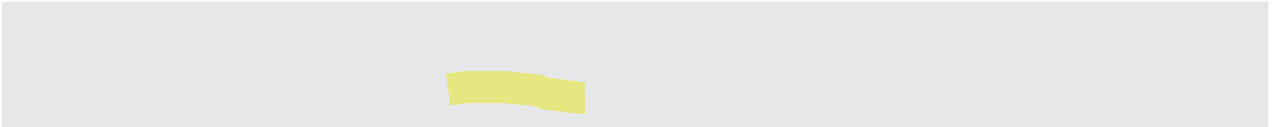
Noun:

A light gray rectangular form field for the first noun entry. It contains three small yellow sticky note icons in the top left corner.

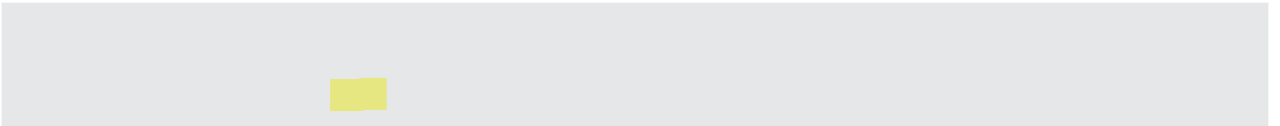
Noun:

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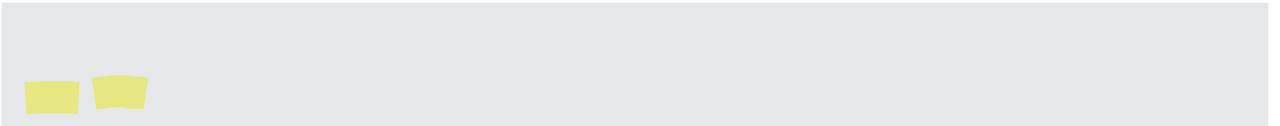
Noun:

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Noun:

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Noun:

A light gray rectangular form field for the fifth noun entry. It contains two small yellow sticky note icons in the top left corner.

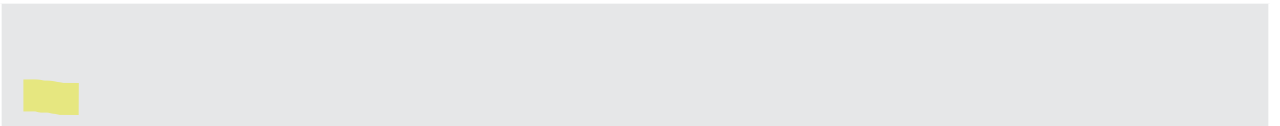
Noun:

A light gray rectangular form field for the sixth noun entry. It contains one small yellow sticky note icon in the center.

Noun:

A light gray rectangular form field for the seventh noun entry. It contains one small yellow sticky note icon in the center.

Noun:

A light gray rectangular form field for the eighth noun entry. It contains one small yellow sticky note icon in the top left corner.