Intro Brainstorming

* **Challenge type: Introduction, group consolidation**
* **Duration: Entire day**
* **Deadline**: 4PM
* **Team challenge** : Groups

# Goal

Brainstorming is a way of quickly coming up with ideas in a group, for example to choose a problem to study or to invent solutions. It covers the idea of "taking a problem by storm"

# Brainstorming

There are two steps in brainstorming:

Ideation (generation of ideas)

The goal is to go in all directions (even the craziest ones), to free your imagination 200%. Write down all your ideas, link them together. You can easily have around 50 ideas. Do not think that any of your ideas are not coherent: you will sort after.

Sorting and usage

Sort the ideas and choose the ones you want to develop. After removing ideas that are too off topic, create categories. How will you sort ideas by main topic? How many categories and subcategories?

This is also the time when you can reformulate some ideas if necessary.

The goal is to have in the end:

* A main subject
* Categories or topics related to it
* Sorted coherent ideas

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# Exercise

The main topic of the to be will be to redesign the logo of a brand you know well. For reaching that result, you will go through a brainstorming session as a team.

We have seen before what the main trends are, and your tastes in design in general. Here we will focus on the logo specifically.

We will focus on these categories:

* Colors & possible meanings
* Font
* Shape
* Readability
* Representation by an icon
* Drawing
* …

Three steps:

1. Ideation: write everything that comes to mind for each category, even if you are a little off topic or your ideas are similar.
2. Sorting: put these ideas away, simplify them, make sure to synthesize everything
3. Creation: use any design tool to create your new logo

Tools that you can use for brainstorming:

* <https://www.mindmeister.com>
* <https://www.xmind.net/>
* FigJam dans l’outil Figma

# Pedagogical objectives

* Learn a new method of working and use it
* Be able to work in group and to let space for everyone to express their ideas
* Manage time to deliver a final result by respecting deadlines