Random Story *(prototyping)*

(Pairs) Students create a story about a fictional product or service based on random images.

Time: 20 minutes

Core concept: How to think about the work you want to make.

Materials:

- The Internet

Procedure:

- Divide students into pairs.
- Each pair goes to an online news site and chooses 5 random words from that site.
- Then, they google image search each word and choose an image from the first page of results above the fold for each word and save that image.
- These 5 images are now the story of a product or service. Pairs have to come up with the story that makes these images make sense.
- After creating this story, pairs are told to decide on a real strategy to get the product or service to market.
- Share with the class each pair's story.