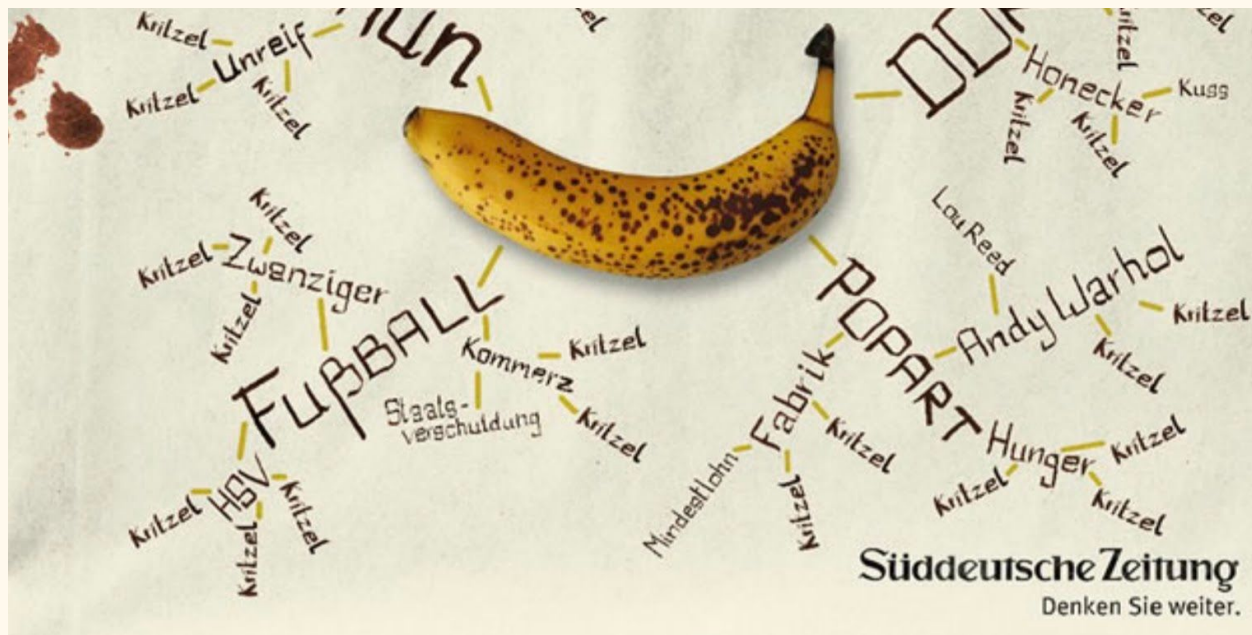# Reading 3
Brainstorming Tools

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By Julian Fee

Response

1. The main idea or point of the article. (Brief - no more than one sentence)
2. The main argument that supports that point. (Brief - no more than one sentence)
3. What things you learned, or got out of the article.
4. What your thoughts or feelings are about the author's point.

The main theme of the articles was supplying us with different tools for Brainstorming techniques. The first two articles discussed a more personal form of brainstorming; the mind map. A mind map is a graphic and aesthetic way to get your ideas down on "paper", using keywords, images, graphics, etc. to allow for further idea development. The articles supply both an explanation as to why a mind map is useful and examples of different kinds of successful mind maps. I had never really thought about the aesthetic of a mind map, which caused me to

not find them very useful. After reading the first two articles, a mind map seems like a very useful tool for an artist/graphic designer like ourselves. The last article discussed the "worst possible idea" method of brainstorming. This technique is done within a group to alleviate social anxiety and boost the morale of the team. "The worst possible idea" method is done by the group leader, facilitating the group members to come up with the worst possible ideas for the project and share them around the room. By doing this, it breaks the ice allowing for a more engaging conversation as well as supplies us with many examples of ideas that we could tweak to make them the best possible ideas. I had never thought about brainstorming in such a dynamic way and I thoroughly enjoyed these readings.