

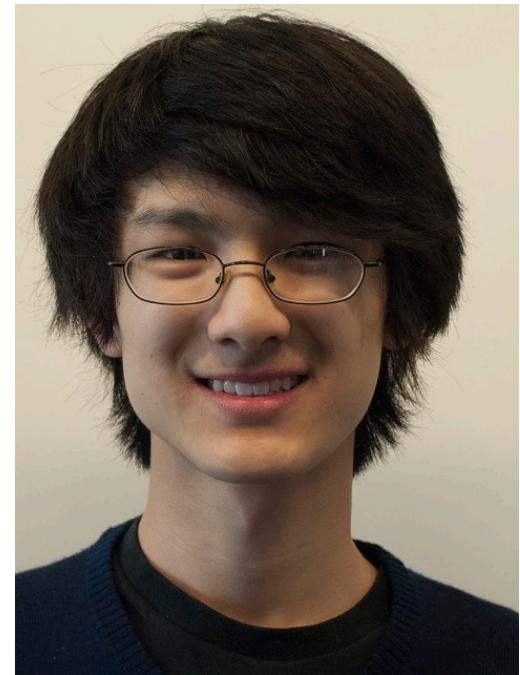
# Introductions



Daniel Epstein



Brad Jacobson

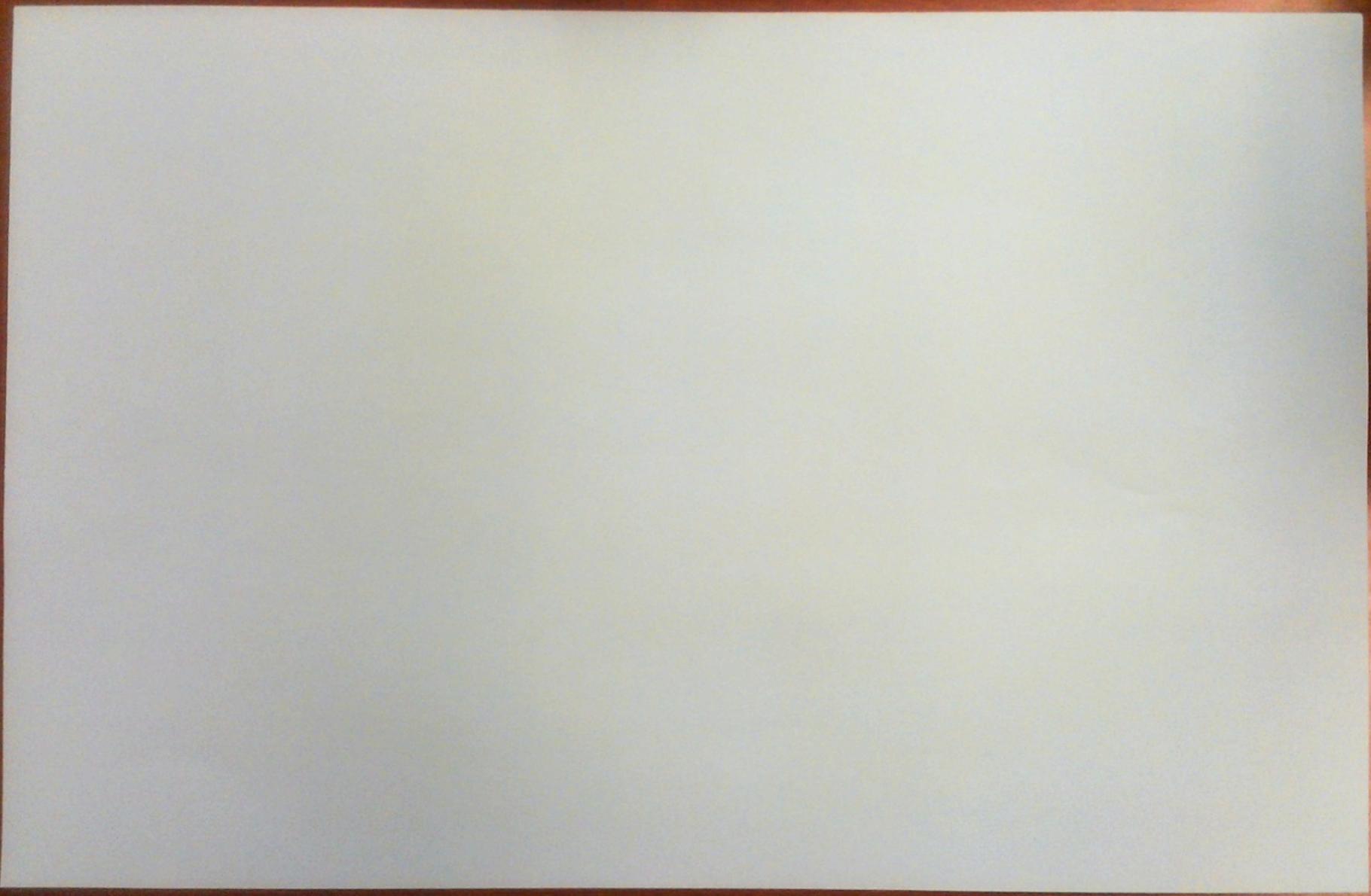


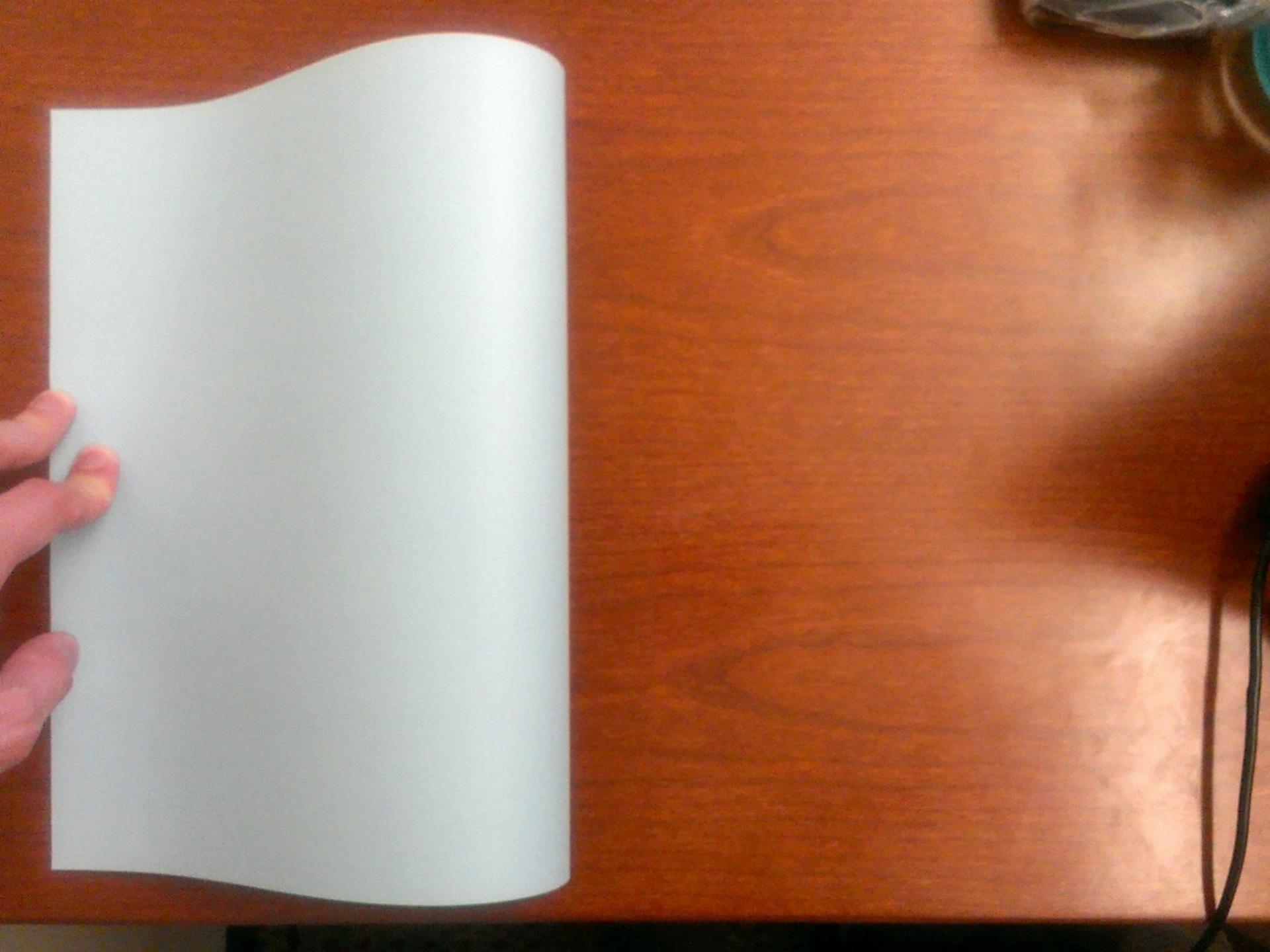
King Xia

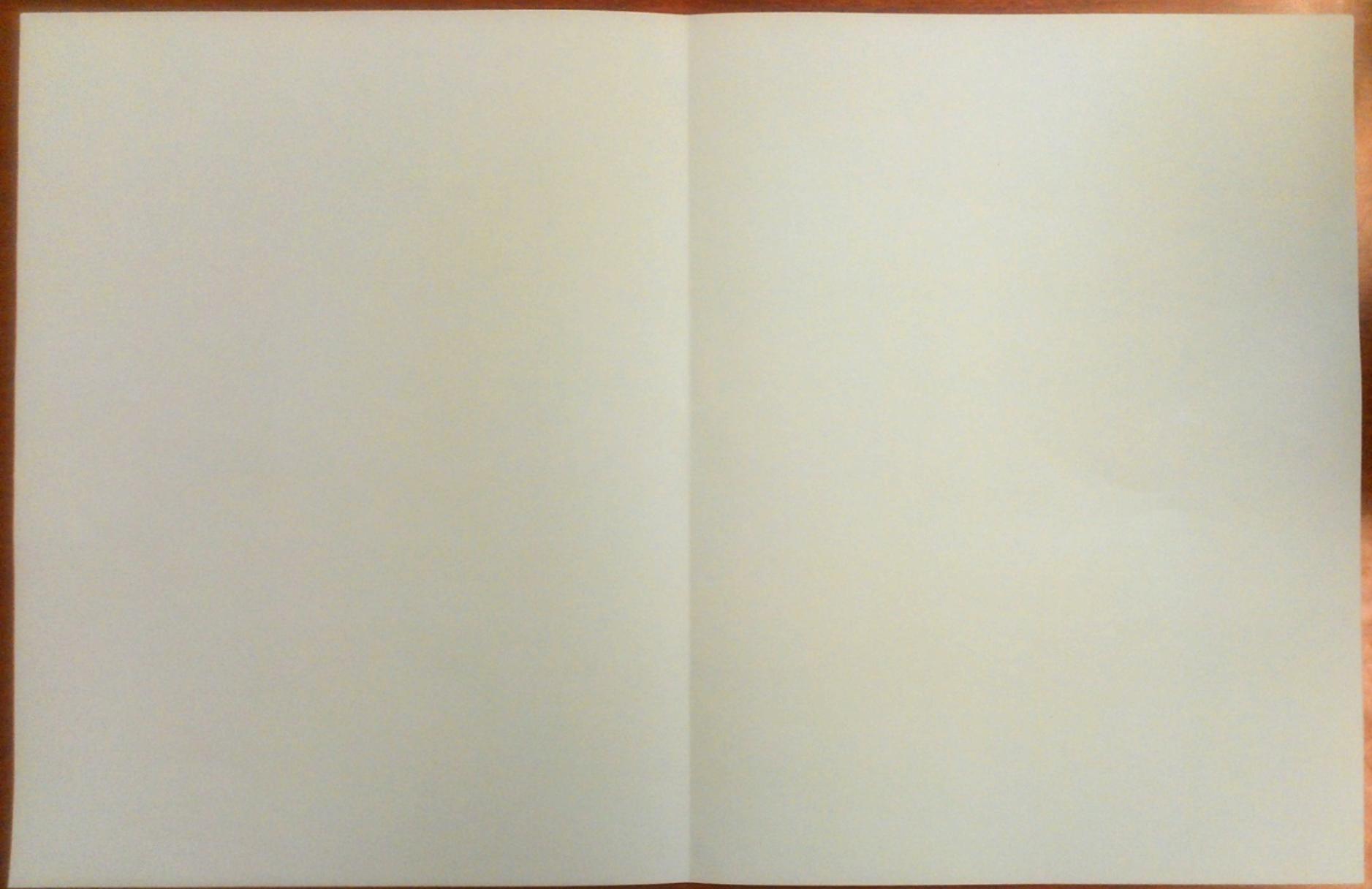
# Proposal brainstorm

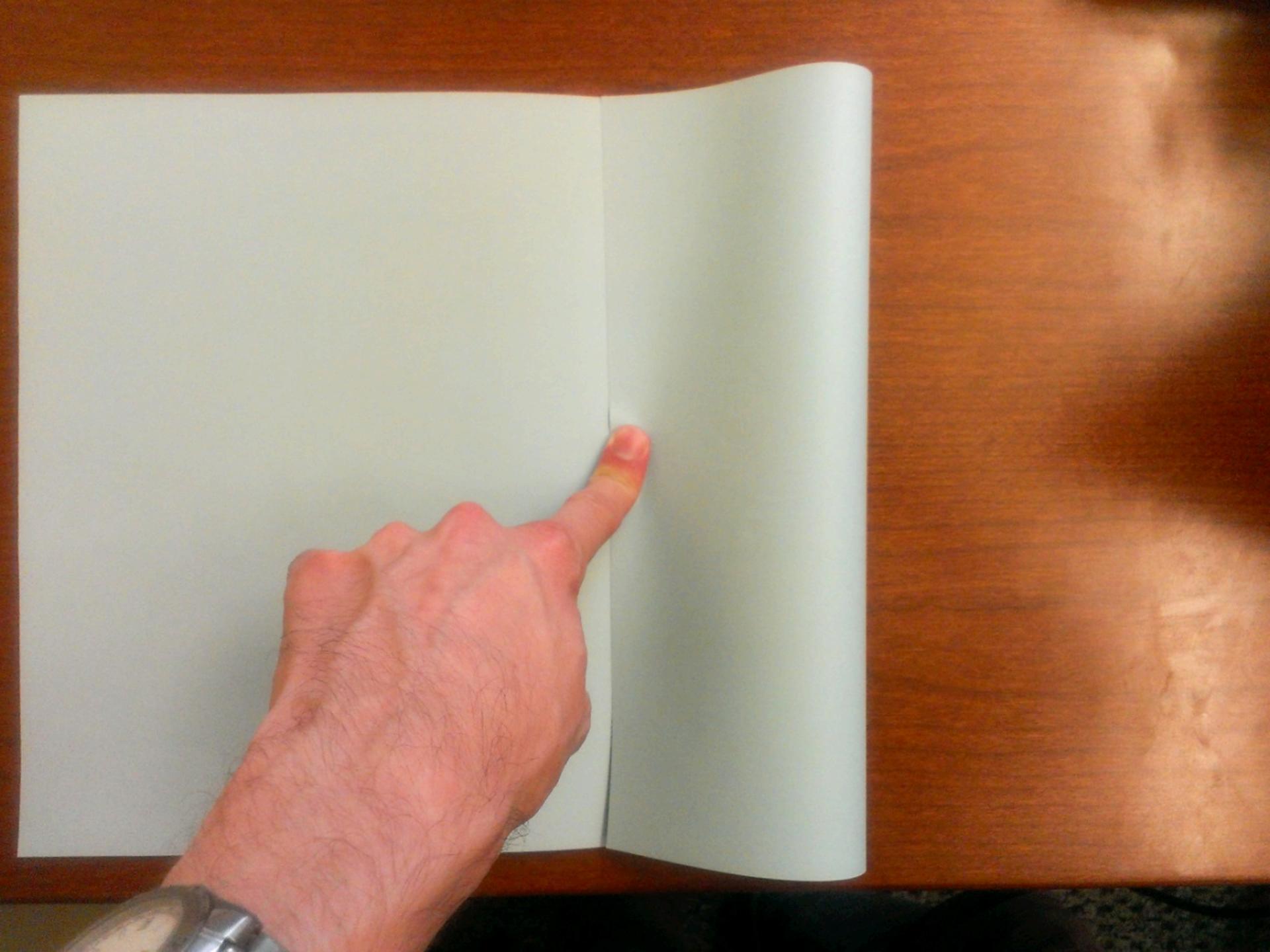
Next 30 min: Close your laptop. Groups of 4  
brainstorm project ideas

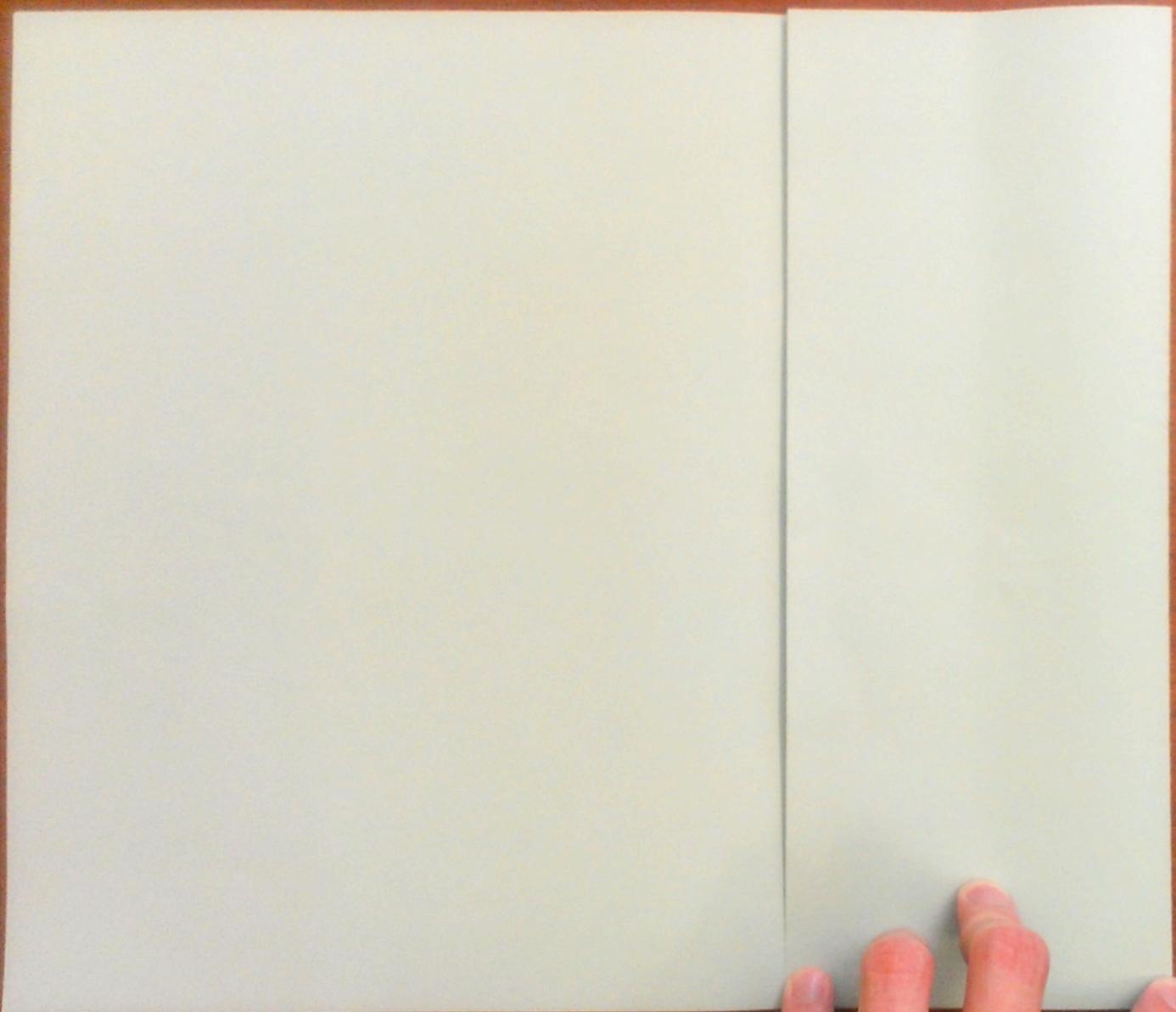
At the end of class: we will ask you to share an  
idea. Each idea must be different!



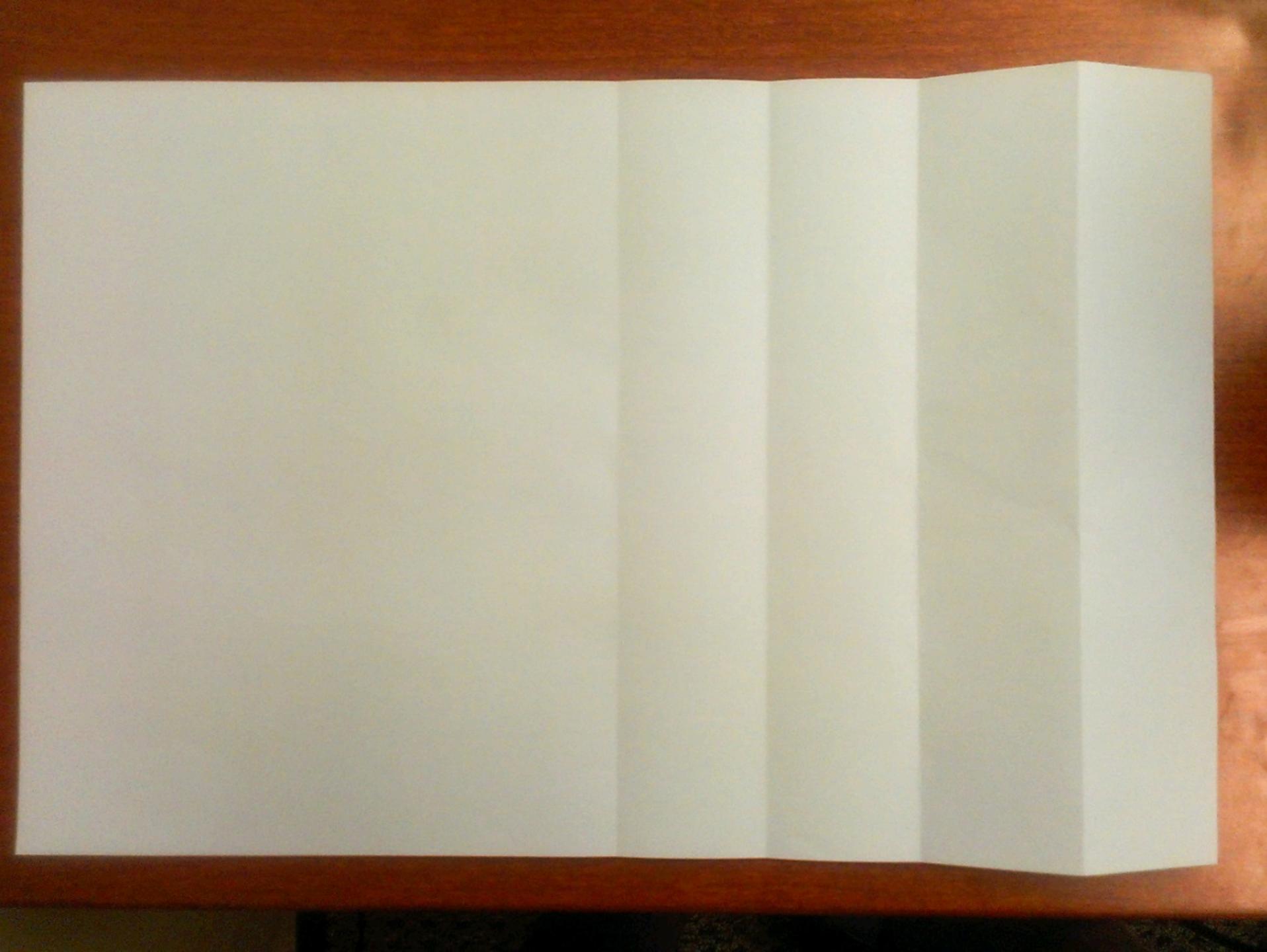


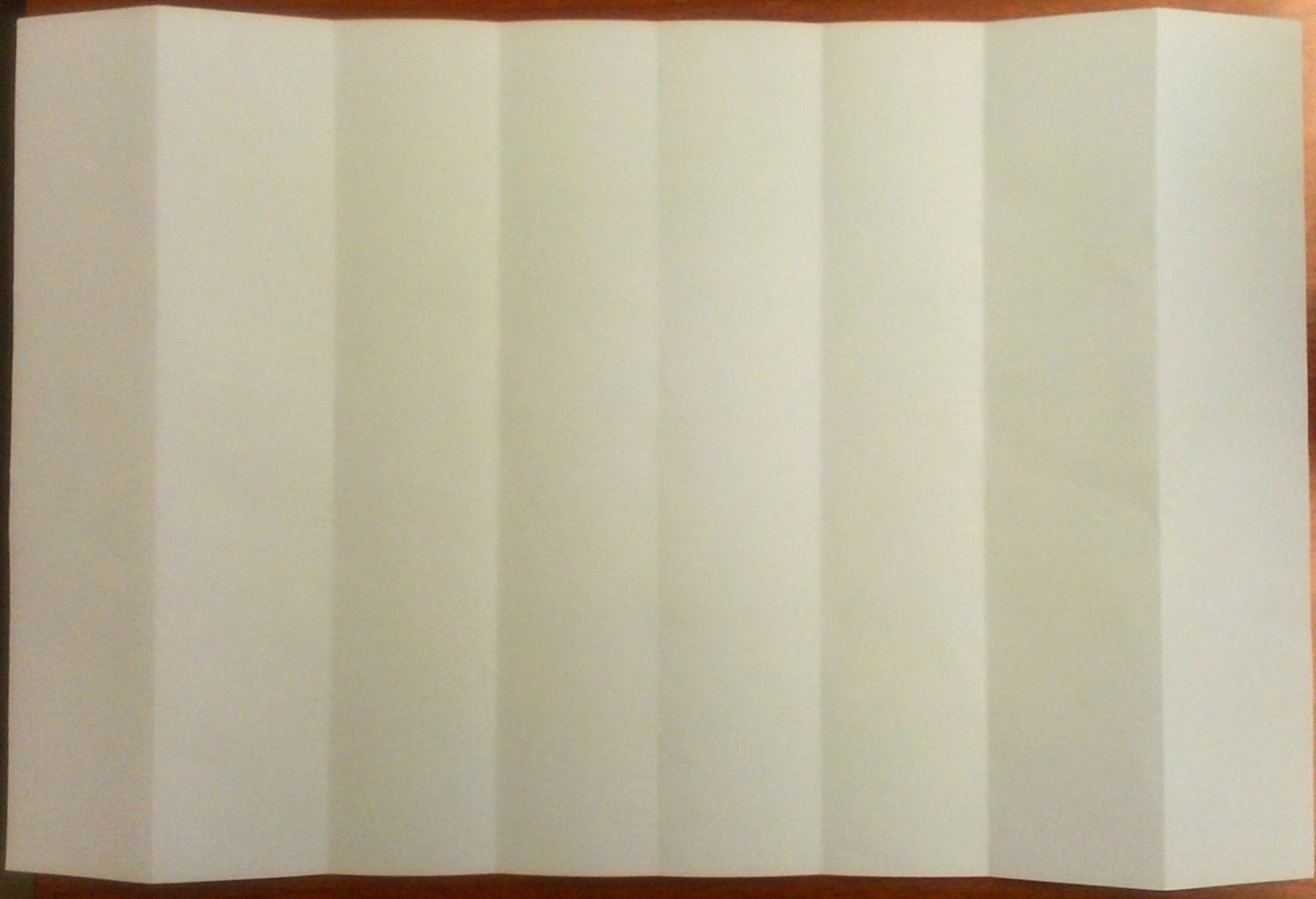




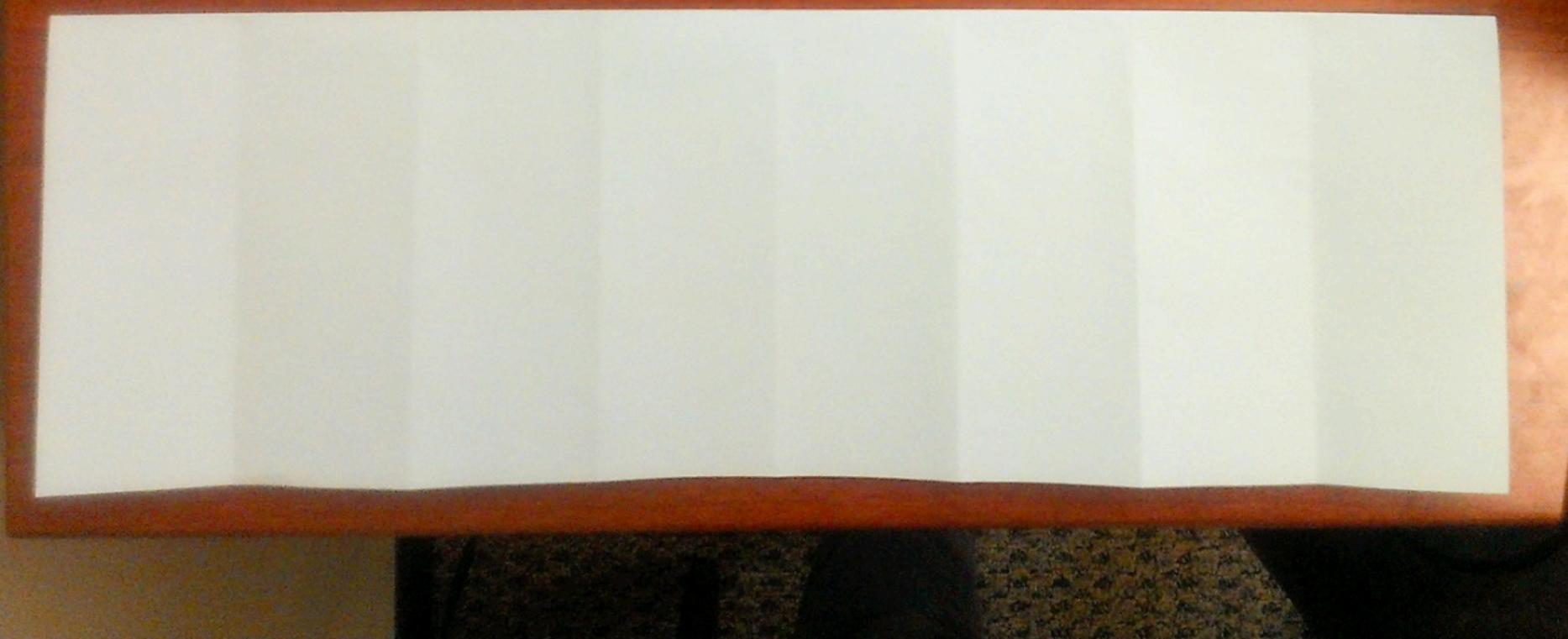




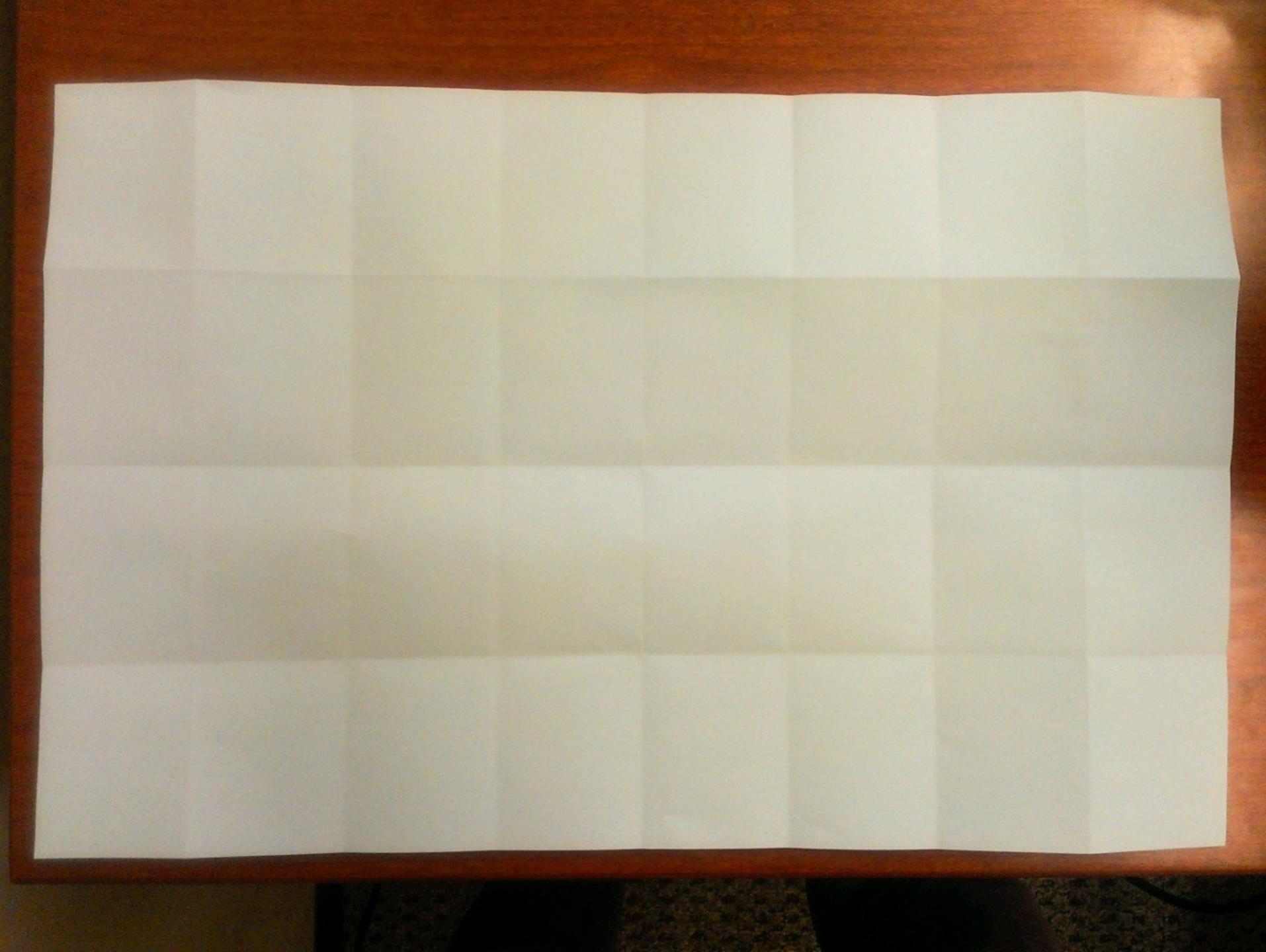












# Proposal brainstorm

Divide paper into 32 rectangles (8x4)

Generate 64 ideas (one per square, both sides)

Quick sketch / doodle / one-sentence  
description (quantity not quality, but should still  
convey the idea!)

# Why brainstorm this way?

Your first idea is **not** your best idea

Don't waste time hill-climbing in local maxima:  
explore!

Don't reject ideas out of hand (that weird/crazy/  
infeasible idea might spark something great!)

# Ideation ground rules

Defer judgment

Encourage wild ideas

Build on the ideas of others

Stay focused on the topic

One conversation at a time

Be visual

Go for quantity

(From IDEO: <https://openideo.com/blog/seven-tips-on-better-brainstorming>)