

# OUTPUT 3 “MOOC”

## - IDEATION -

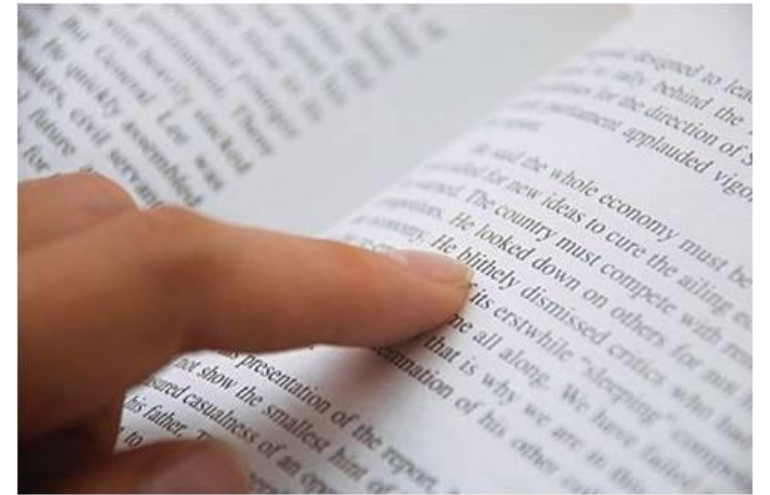


# 1. Select a random word

Find a book, magazine, newspaper – whatever is handy to you.

Open any page, close your eyes and point your finger at the page.  
That's your random word.

Pick five words and write them down.



## 2. Association

Think of as many things as you can that are associated with each random word you have selected and write them down.

An excellent way to do this is to break your word down into its characteristics. What is its function? What are its aesthetics? How is it used? What metaphors can be associated with it? What is the opposite of your word? Write down as many associated ideas and concepts as possible.

If you get stuck, use synonyms, antonyms and other related words.

Desk	Energy	Pollution	Material
Bureau, Workstation Table	Strength Power Light Life Movement	Dirt Filth Toxins Infection Smog	Substance Stuff Fabric Textiles Technology



# 3. Make connections

Force connections between your random word and your problem or challenge, using the characteristics you identified in the previous step.

Connect them to solve a major problem in your city.

## *Example:*

Workstation + Dirt + Light = **workstation** that works on **dirt** and produces **light**.

