Ideation & Visual Thinking

by Sophia

	WHAT'S COVERED

In this lesson, you will learn techniques for how to develop ideas and brainstorm. Specifically, this lesson will cover:

1. Ideation and Visualization

Ideation is the process of generating ideas. Once you have your idea, you can jump into **visualization**, which is the process of transforming a concept or idea into a visual.

This process should be about pointing out your goal and then trying to figure out various visual solutions to that intended goal. One way to do that is by brainstorming.

	TERMS TO KNOW

Ideation
   The process of generating ideas.

Visualization
   The process of transforming a concept or idea into a visual.

2. Mind Mapping

A great strategy for brainstorming is called **mind mapping**. Mind mapping is a brainstorming process in which one constructs a web structure through a chain of associative ideas.

Mind maps are very useful for brainstorming individually or as a group, summarizing information, thinking through complex problems, and presenting information in a format that shows the overall structure of your subject. Below is a good example of what that looks like.
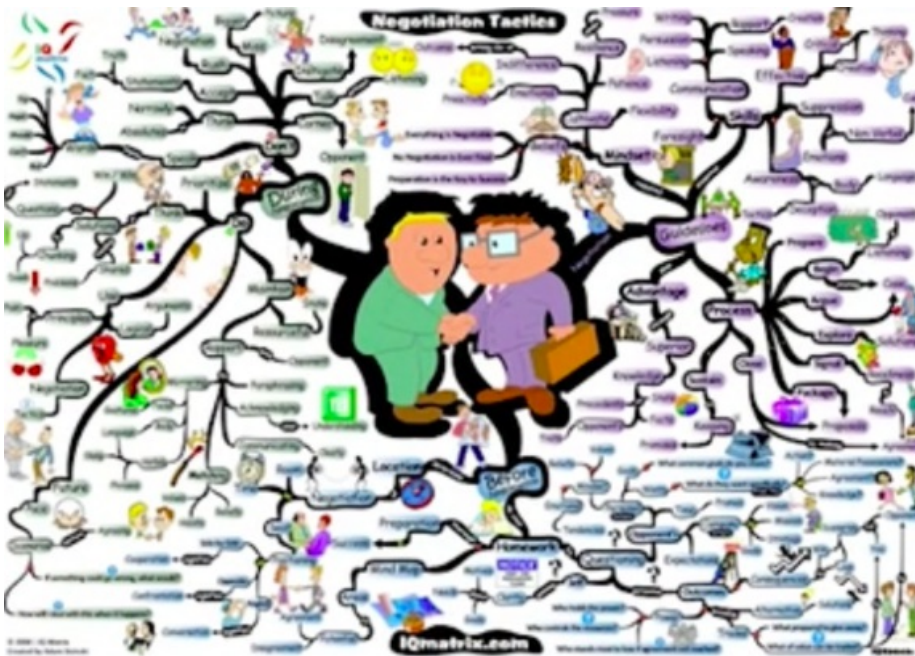
The map can get cluttered if you start to add lots of subdivisions. In this particular example, we are mind mapping negotiation tactics, which can be very useful if you're a solo designer or a contractor.

In this mind map, there are three major divisions: time during negotiation (the written portion), guidelines (the purple portion), and the time before negotiation (the blue portion). Within those divisions, you have subdivisions.

Below is another example.

This one is a bit sketchier. You can see that this mind map is about prototyping. Again, you see main groups: software, materials, components, video, and experiences. Those then get divided into subgroups. For example, under materials, there is what appears to be cardboard and paper. Under software, there is Photoshop and SketchUp. A mind map like this helps you grasp the project as a whole and plan your attack.
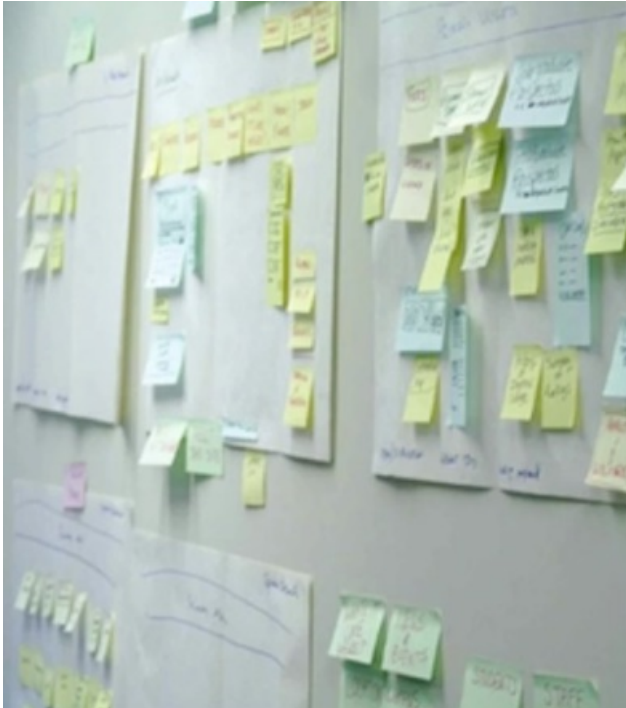
📄 TERM TO KNOW

Mind Mapping
Mind mapping is a brainstorming process in which one constructs a web structure through a chain of associative ideas.

3. Sticky Notes

Another common brainstorming practice is the simple use of sticky notes.

You'd be surprised just how often these are used. They allow you to present small, intimate examples, but continue a rapid flow of ideas shared from person to person. What's better still is that you're able to present small ideas while also presenting the big picture or scope of the project.

Additionally, the nature of sticky notes allows you to add or subtract items and thus filter your work; you're free to add ideas, remove ideas, and continue building on existing ideas.

4. Thumbnail Drawing

There's also the simple option of just using a piece of paper or other material for thumbnail drawing. **Thumbnail drawing** is a small sketch technique designed to help the flow of ideas.

Just like the other options, this is a fast and easy way to conceptualize and share an idea visually.

> 📄 **TERM TO KNOW**
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> **Thumbnail Drawing**
> A small sketch technique designed to help the flow of ideas.

📋 **SUMMARY**

In this tutorial, you learned about **ideation and visualization**, which are the processes of generating ideas and translating those ideas into something visible. You can begin these processes by brainstorming using a strategy such as **mind mapping** or **sticky notes**. **Thumbnail drawing** is another way to conceptualize an idea and share it with others quickly.

Keep up the learning and have a great day!

Source: SOURCE: THIS WORK IS ADAPTED FROM SOPHIA AUTHOR MARIO E. HERNANDEZ

📄 **TERMS TO KNOW**

Ideation
  The process of generating ideas.

Mind Mapping
  A brainstorming process in which one constructs a web structure through a chain of associative ideas.

Thumbnail Drawing
  A small sketch technique designed to help the flow of ideas.

Visualization
  The process of transforming a concept or idea into a visual.