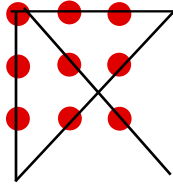


6 PHASES OF CREATIVE PROBLEM-SOLVING

1. POINT OF ENTRY:



identify preconceptions and think outside the box!
Identify the inherent qualities.
Identify taboos.
Be aware of the "GIVENS".

2. EXPANSION:

Research & Development. Go online. Direct observation.

Plug in Point Of Entry revelations.

Identify options.

Trial & Error.

Find or develop helpful tools.

Enjoy the playground. If you don't like to play, don't design.

3. CONVERGENCE:

Identify and choose criteria, i.e., make a commitment.

4. DEVELOPMENT:

Make the plan a reality.

5. EVALUATION:

An objective assessment; not a pronouncement of taste. DO NOT USE THE WORDS "I LIKE". If I "Like" onions and you don't, that tells us nothing about the onion. An unbiased description may provide a more informative evaluation.

Ask these three questions:

1. What was I trying to do? The assignment or criteria.
2. Did I do it? Fulfilling the assignment.
3. Was it worthwhile? A subjective view of the outcome.

6. EXPLOITATION:

Using the information and revelations made during the critique, provides new possibilities and directions. This is a valuable time to learn from our mistakes.

Synthesize, i.e., combine separate elements to create a whole, greater than the sum of its individual parts.

