Unit 3: Ideation & Brainstorming

Content Area: **Business**
Course(s): **Foundations of Creative Design**
Time Period: **Semester 1**
Length: **3-4 weeks**
Status: **Published**

Standards

8.2.12.ED.1	Use research to design and create a product or system that addresses a problem and make modifications based on input from potential consumers.
8.2.12.ED.2	Create scaled engineering drawings for a new product or system and make modification to increase optimization based on feedback.
8.2.12.ED.3	Evaluate several models of the same type of product and make recommendations for a new design based on a cost benefit analysis.
	Changes caused by the introduction and use of a new technology can range from gradual to rapid and from subtle to obvious, and can change over time. These changes may vary from society to society as a result of differences in a society's economy, politics, and culture.
8.2.12.NT.2	Redesign an existing product to improve form or function.
8.2.12.ETW.4	Research historical tensions between environmental and economic considerations as driven by human needs and wants in the development of a technological product and present the competing viewpoints.

Enduring Understandings

- Generating many ideas is a critical step in the creative problem-solving process.
- Innovation often emerges when ideas are built collaboratively and refined through structured methods.
- Divergent and convergent thinking help balance creativity with practicality.

Essential Questions

- How can we generate a wide range of creative ideas?
- What makes an idea worth developing?
- How do structured brainstorming strategies enhance innovation?

Knowledge and Skills

- Differentiate between divergent and convergent thinking and apply both to ideation sessions.

- Use brainstorming strategies like Crazy 8s, SCAMPER, and mind mapping to generate innovative ideas.
- Evaluate the ethical reasoning used to make choices in the solution sets.
- Create idea mash-ups by combining unrelated concepts to develop novel solutions.
- Use storyboarding techniques to visualize a user's journey or product use scenario.
- Pitch refined ideas to peers and provide constructive critique during feedback sessions.
- Reflect on peer input to revise and select final concepts for prototyping.

Transfer Goals

- Students will independently apply brainstorming and ideation techniques to generate multiple solutions in real-world problem-solving situations.
- Students will value collaboration and feedback as part of a repeatable process for refining ideas across academic, career, and life contexts.