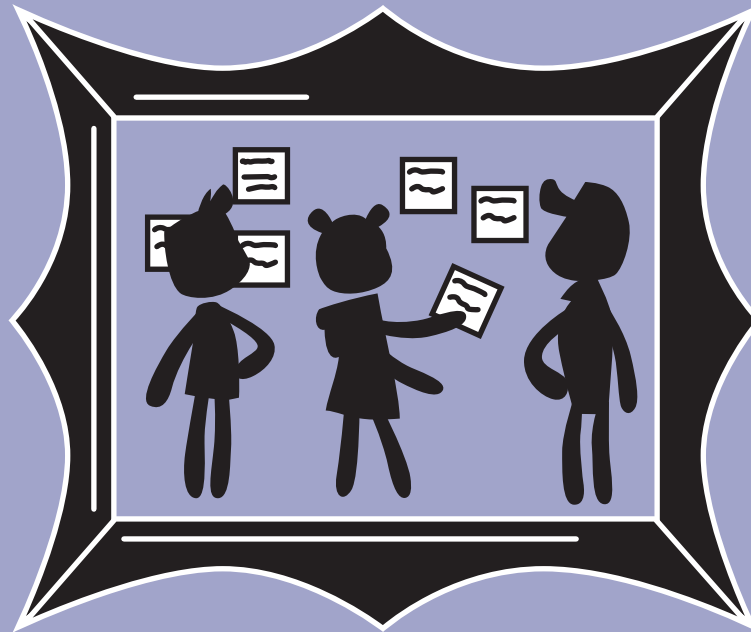


IDEATION METHOD: 35. CREATIVE CONSTRAINTS



35. CREATIVE CONSTRAINTS

Limitations can actually enhance creativity! When everything is possible and no limits are set it can be difficult to get started on a project or be creative. This method stresses the need to create a stimulating framework or set of "constraints" that will promote the necessary focus and boost creativity.

Materials needed: Paper and pens.

Time required: 45 minutes–1.5 hours.

How?

- 1)** Contemplate the project at hand individually for five minutes and what you would like to happen.
- 2)** Start a shared brainstorm session to come up with ideas for constraints or limitations or rules. Everything is on the table, and the constraints can be about how much time you can spend, how something should look, the materials and colours used, the activities that can be planned or how you work with the project.
- 3)** Evaluate the constraints that suit the project and are also fun and engaging together as a group. Choose a limited amount of constraints that create a framework for the ideation and project work.
- 4)** Proceed with idea generating solutions following the constraints you have imposed.