

## CREATION METHOD: 37. INFORMING BY CHARACTERS



### 37. INFORMING BY CHARACTERS

*This method is a way to uncover brand new ideas for teaching, learning and designing products. Fictive characters or real persons will inspire you and stimulate your imagination and creativity.*

**Materials needed:** Images of inspirational characters, pens and paper or a smartboard or a sharable online board e.g. padlet.

**Time required:** 45 minutes to half a day.

#### How?

- 1)** Pick three inspiring characters who are either fictive or real. Gather pictures of them and describe what their characteristics are.
- 2)** Create ideas inspired from the way they look, behave or what skills they have or focus on issues from their perspectives. Be as detailed and visual as possible and try to be true to the character even though it seems crazy or silly. The wilder the better!
- 3)** Look at the ideas developed and gather new insights, ideas and perspectives.