TVET CERTIFICATE V in GRAPHIC ART

CREATIVE CONCEPT CREATION

GRACC501

DEVELOP A CREATIVE CONCEPT

Competence

Credits: 6

Learning hours: 60h

Sector: Art and Craft

Sub-sector: Graphic Art

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Purpose statement

This module describes the skills, learners will be able conduct a dynamic research, conducting of market analysis, generate creative ideas, apply brainstorming techniques, create of mood board and refine ideas, proposed solution, Implement a solution to the problem. At the end of this module, the learner will be able to develop a creative concept.

Table of Contents

LU & PC is linked in LO inside the content

Total Number of Pages: 26

Learning Unit 1 – Conduct a dynamic research

LO 1.1 – Define research problem

- <mark>Techniques involves in defining a problem</mark>

Research is "creative and systematic work undertaken to increase the stock of knowledge, including knowledge of humans, culture and society, and the use of this stock of knowledge to devise new applications." It is used to establish or confirm facts, reaffirm the results of previous work, solve new or existing problems, support theorems, or develop new theories. A research project may also be an expansion on past work in the field. Research projects can be used to develop further knowledge on a topic, or in the example of a school research project, they can be used to further a student's research prowess to prepare them for future jobs or reports.

A. Statement of the problem in a general way

A **problem statement** is a concise description of an issue to be addressed or a condition to be improved upon. ... The first condition of solving a **problem**; is to understand the **problem**, which can be done by **way** of a **problem statement**. Then the researcher can himself state the problem or he can seek the guidance of the guide or the subject expert in accomplishing this task. Often, the guide puts forth the problem in general terms, and it is then up to the researcher to narrow it down and phrase the problem in operational terms.
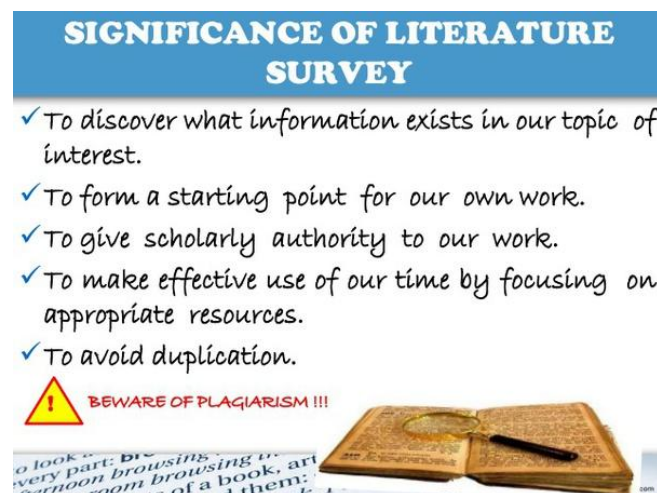
B. Understanding the nature of the problem

Before being able to confront a problem, its existence needs to be identified. This might seem an obvious statement but, quite often, problems will have an impact for some time before they are recognized or brought to the attention of someone who can do anything about them. In many organizations it is possible to set up formal systems of communication so that problems are reported early on, but inevitably these systems do not always work. The best way of understanding the problem is to discuss it with those who first raised it in order to find out how the problem originally came about and with what objectives in view. If the researcher has stated the problem himself, he should consider once again all those points that induced him to make a general statement concerning the problem. For a better understanding of the nature of the problem involved, he can enter into discussion with those who have a good knowledge of the problem concerned or similar other problems. The researcher should also keep in view the environment within which the problem is to be studied and understood.

C. Surveying the available literature

A **literature survey** or a **literature** review in a project report is that section which shows the various analyses and research made in the field of your interest and the results already published, taking into account the various parameters of the project and the extent of the project. And in general, a **literature survey** guides or helps the researcher to define/find out/identify a problem. Whereas a **literature review** is going into the depth of the literatures surveyed. ...

Review of literatures gives a clarity & better understanding of the research/project, etc.All available literature concerning the problem at hand must necessarily be surveyed and examined before a definition of the research problem is given. This means that the researcher must be well-conversant with relevant theories in the field, reports and records as also all other relevant literature. He must devote sufficient time in reviewing of research already undertaken on related problems. This is done to find out what data and other materials, if any, are available for operational purposes. "Knowing what data are available often serves to narrow the problem itself as well as the technique that might be used.". This would also help a researcher to know if there are certain gaps in the theories, or whether the existing theories applicable to the problem under study are inconsistent with each other, or whether the findings of the different studies do not follow a pattern consistent with the theoretical expectations and so on. All this will enable a researcher to take new strides in the field for furtherance of knowledge i.e., he can move up starting from the existing premise. Studies on related problems are useful for indicating the type of difficulties that may be encountered in the present study as also the possible analytical shortcomings. At times such studies may also suggest useful and even new lines of approach to the present problem.

SIGNIFICANCE OF LITERATURE SURVEY
- ✓ To discover what information exists in our topic of interest.
- ✓ To form a starting point for our own work.
- ✓ To give scholarly authority to our work.
- ✓ To make effective use of our time by focusing on appropriate resources.
- ✓ To avoid duplication.
- ⚠ BEWARE OF PLAGIARISM !!!

D. Developing the ideas through discussions:

Discussion concerning a problem often produces useful information. Various new ideas can be developed through such an exercise. Hence, a researcher must discuss his problem with his colleagues and others who have enough experience in the same area or in working on similar problems. This is quite often known as an experience survey. People with rich experience are in a position to enlighten the researcher on different aspects of his proposed study and their advice and comments are usually invaluable to the researcher. They help him sharpen his focus of attention on specific aspects within the field. Discussions with such persons should not only be confined to the formulation of the specific problem at hand, but should also be concerned with the general approach to the given problem, techniques that might be used, possible solutions, etc.

E. Rephrasing the research problem

Rephrasing the **problem** means putting the problem in specific terms that is feasible and may help in the development of working hypotheses. Once the researcher has gone through the above steps systematically, it is easy to rephrase the problem into analytical and operational terms.Finally, the

researcher must sit to rephrase the research problem into a working proposition. Once the nature of the problem has been clearly understood, the environment (within which the problem has got to be studied) has been defined, discussions over the problem have taken place and the available literature has been surveyed and examined, rephrasing the problem into analytical or operational terms is not a difficult task.

Through rephrasing, the researcher puts the research problem in as specific terms as possible so that it may become operationally viable and may help in the development of working hypotheses.

- **Necessity of defining a problem**

Quite often, we all hear that a problem clearly stated is a problem **half solved**. This statement signifies the need for defining a research problem. A **research problem** is a statement about an area of concern, a condition to be improved, a difficulty to be eliminated, or a troubling **question** that exists in scholarly literature, in theory, or in practice that points to the need for meaningful understanding and deliberate investigation.

LO 1.2 – Determine the project scope

- **Definition of project scope**

Scope refers to the detailed set of deliverables or features of a project. These deliverables are derived from a project's requirements. This process involves the preparation of a detailed description of the project and its major deliverables. The scope clearly states what the project is supposed to achieve and what it cannot accomplish.

- **Milestones**

A project milestone is a task of zero duration that shows an important achievement in a project. The milestones should represent a clear sequence of events that incrementally build up until your project is complete.

A. **Time frame:** often this term refers to a time period between the actual start time of the **project** and the actual finish **time**. Actual Project Duration shows what time has been consumed to perform all project tasks and activities and accomplish the project.

B. **Project Subdivision:** "Subdivision" means the division of a lot, tract, or parcel of land into two or more lots, plats, sites, or other divisions of land for the purpose, whether immediate or future, of sale or of building development.

C. **Resource allocation:** is the process of assigning and managing assets in a manner that supports an organization's strategic goals. Resource allocation includes managing tangible assets such as hardware to make the best use of softer assets such as human capital.

Not everyone is a project manager in the construction field, but most are at least familiar with the steps involved in building a new home. When building a home from the ground up, you're likely to work off a list that resembles this:

- The floors will be finished on Monday

- The roof will be completed on November 1st

- The gas installation will be connected at the end of the month

- **Scope planning**

Scope planning is the process where an attempt is made to capture and define the work that needs to be done.

The planning process is when an attempt is made to capture and define the work that needs to be done. The Scope management plan covers how the scope will be defined, validated, and controlled. It also includes information on preventing or dealing with scope creep, handling change requests, the escalation path for any disagreement on the scope elements between stakeholders, the process for the creation of the scope statement, the WBS, and how the deliverables will be accepted.

- **Goal setting and achievement**

Goal setting and achievement, to define the project scope, it is important first to establish the objectives of the project, which may include a new product, creating a new service within the organization, or developing a new piece of software. There are several objectives that could be central to a project; the project manager ensures the team delivers results according to the specified features or functions.

- **Scope Verification**

Scope Verification is the process of formalizing acceptance of the project **scope** by the stakeholders. It requires reviewing work products and results to ensure that all were completed correctly and satisfactorily. **Scope verification** occurs at the end of each project phase, and as part of the project closeout process.

- **Scope Change Control**

The Control Scope process involves monitoring the status of the project and managing changes to the scope. This process involves assessing additional requirements from the customer or proactively overlooking the project scope. Managers measure the work product against the scope baseline to ensure that the project stays on track, helping to prevent any unnecessary changes.

LO 1.3 – Conduct market analysis

- Defining the market

Market is a group of potential customers for one's product. A market is also any place where sellers of particular goods or services can meet with buyers of those goods and services.

A market analysis is an organized way of analyzing market opportunities, identifying consumer needs and developing new products or services to meet those needs. If you are an entrepreneur, conducting a market analysis is an important part of starting your business. Likewise, established businesses conduct a market analysis when introducing a new product or bringing an existing product into a new market.

- **SWOT Analysis**

SWOT analysis is a strategic planning technique used to help a person or organization identify strengths, weaknesses, opportunities, and threats related to business competition or project planning. The primary objective of a **SWOT analysis** is to help organizations develop a full awareness of all the factors involved in making a business decision.

The following is a brief summary of SWOT Analysis components:

- **Strengths**
  Strength in SWOT analysis are the attributes within an organization that are considered to be necessary for the ultimate success of a project. Strengths are resources and capabilities that can be used for competitive advantage. Examples of strengths that are often cited include:

  - Strong brand names

  - Good reputation

  - Cost advantages of proprietary know-how

- **Weaknesses**
  The factors within the SWOT analysis formula that could prevent successful results within a project are Weaknesses. Weaknesses include factors such as an abundance of rivalry between departments, a weak internal communication system, lack of funding and an inadequate amount of materials. Weaknesses can derail a project before it even begins. Other Weaknesses include:

  - Weak brand name

  - Poor reputation

  - Ineffective and high cost structure

- **Opportunities**: are classified as external elements that might be helpful in achieving the goals set for the project. These factors could involve vendors who wish to work with the company to help achieve success, the positive perception of the company by the general public, and market conditions that could make the project desirable to the segment of the market. Additional Opportunities include:

  - Arrival of new technology

  - Unfulfilled customer needs

o   Taking business courses (training)

-   **Threats**: these external factors could gravely affect the success of the project or business venture. The possible threats that are critical to any SWOT analysis include a negative public image, no ready-made market for the final product and the lack of vendors who are able to supply raw materials for the project. Some other threats include:

    o   Trend changes

    o   New regulations

   o   New substitute products

SWOT analysis examples (Apple Company and NIKE Company)

Strengths	Weaknesses
- Market leader in several products & Services. - Highly strong brand image. - A financially strong company - Innovative and highly sophisticated supply chain. - High profit margins on products - Large and loyal customer base.	- Products not priced competitively. - Product range narrower as compared to competitors. - Product and services not compatible with other brands. -
Opportunities	**Threats**
- Rising demand for the mobile gadgets and technology. - Product diversification. - Make compatible products	- Intense rise in competition. - Rising manufacturing costs. - Jobs' demise a major loss for the company.
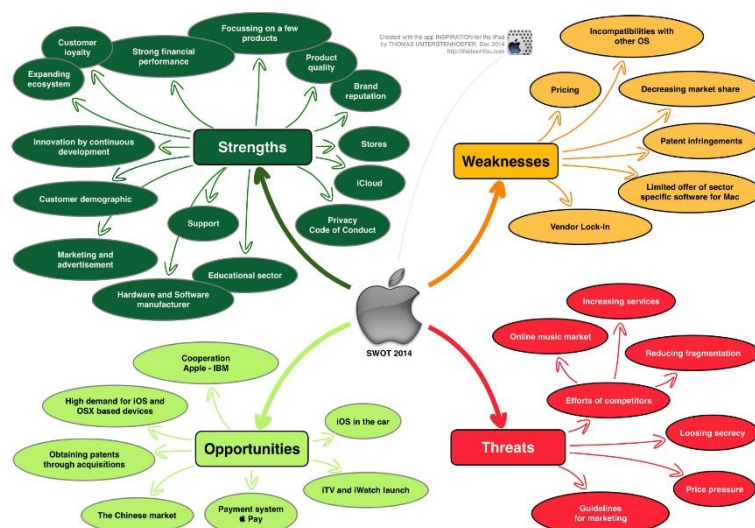
SWOT analysis of NIKE Company
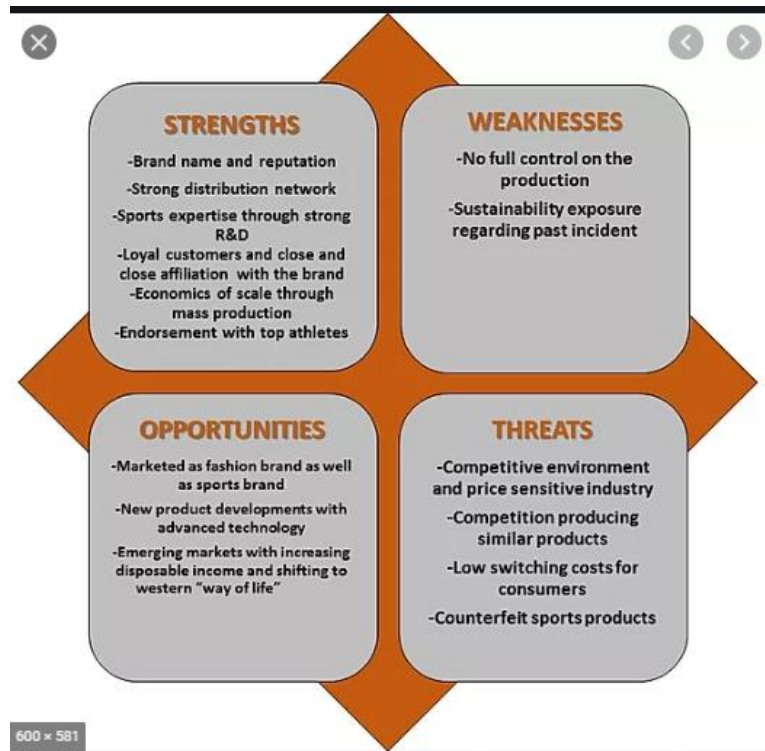
- <mark>Successful product</mark>

5 Steps to a Successful Product Launch in a Highly Competitive Market

1. Know your market (and competition) it's vital to size up your competition, especially if you're not a large corporation. Market share shouldn't be your primary concern when looking at your competition; instead, look at the speed with which your competitors put out new products.

2. Know your product (and how to ^{pitch} it) before you can pitch it to others, first you need to know your own product inside out. For this reason, you should take adequate time to study its development in the prelaunch period.

3. Know how to promote it (and pack it) Appearance and presentation are among the main components of a launch, or any marketing strategy for that matter. Consider using a presentation service to help with the design. The 'packing' of your new product will be the main thing that differentiates it from other similar products on the market. You can also use social media to 'leak' news and photos of your product early on, creating excitement for the launch.

4. Know how to fool proof it (flawlessly) better testing your product before the release is the stage in which you take your new born and subject it to the judgmental gaze of the internet. The process tells you if your product is strong enough to make it on the market.

5. Get ready to launch it (and sell it)

Even though they may have heard the same lines and slogans before, customers still regard new products with curiosity. You just need to make sure that they hear the right info about yours. They

need to know what it is, where to find it, how much it costs and why they should buy it. Supply answers to these four questions and customer curiosity will almost certainly be stirred.

- Target market

Target Market is a group of people interested by your products or service. It is also a particular group of consumers at which a product or service is aimed.

Target market examples:

Small businesses often **target** customers by gender or age. For **example**, a women's clothing retailer directs its promotional efforts at women. ... Similarly, some small companies **market** to specific age groups. Companies selling life insurance for people close to retirement age may **target** people 50 and over.

The **four** main types of market segmentation are:

- ✓ Demographic segmentation: age, gender, education, marital status, race, religion, etc.

- ✓ Psychographic segmentation: values, beliefs, interests, personality, lifestyle, etc.

- ✓ Behavioral segmentation: purchasing or spending habits, user status, brand interactions, etc.

- ✓ Geographic Areas: neighborhood, area code, city, region, country, etc.

Learning Unit 2 – Generate creative ideas

LO 2.1 – Methodical Conduct brainstorming techniques

- **Define brainstorming**

Brainstorming combines a relaxed, informal approach to problem solving with lateral thinking. It encourages people to come up with thoughts and ideas that can, at first, seem a bit crazy. Some of these ideas can be crafted into original, creative solutions to a problem, while others can spark even more ideas. This helps to get people unstuck by "jolting" them out of their normal ways of thinking.

Therefore, during brainstorming sessions, people should avoid criticizing or rewarding ideas. You're trying to open up possibilities and break down incorrect assumptions about the problem's limits. Judgment and analysis at this stage stunts idea generation and limit creativity.

- **Benefit of brainstorming**

- **It builds creativity:** the idea of brainstorming is to write down ideas and solutions in a structured or unstructured way to find out some possible options. It's a way for people to stimulate each other's creativity and produce an array of ideas. If a brainstorming session is in a group, make sure you have a leader and a scribe.
- **Provides a large number of ideas:** brainstorming is a method for generating a large number of creative ideas in a short period of time. Brainstorming is full of energy, moves rapidly, and is synergistic, creating a large list of ideas which may eventually be boiled down, or funneled down, to a smaller list of priority items later in the project.
- **All team members are involved:** All the ideas are noted down without criticism and after the brainstorming session the ideas are evaluated.
- **Sense of ownership in decision making:** taking ownership is about taking initiative. We take ownership when we believe that taking action is not someone else's responsibility. You, as an individual, are accountable for the quality and timeliness of an outcome, even when you're working with others.
- **Increases critical thinking:** The skills that we need in order to be able to think critically are varied and include observation, analysis, interpretation, reflection, evaluation, inference, explanation, problem solving, and decision making.

1. Ground rules of brainstorming
- Active participation by all team members(all team members are involved)
- No discussion criticism: criticism is the practice of judging the merits and faults of something.

- Build on ideas generated by other team members.

- All ideas written and displayed where everyone can see them

- Set a time limit: the **time limit** for your rapid ideation session can be anywhere from five to 45 minutes, depending on the complexity of your topic. This technique is good for teams who tend to get sidetracked, teams who hate meetings, or for placing a **time limit** on **brainstorming** sessions that frequently last longer than expected.

- Clarify ideas: Step 1 - Think of related **ideas**. Example: If you are think of selling pencils, think of other stationery, think of school students, think of shopkeepers. Step 2 - Write your **idea** and its positives - on a paper, on a board, on a laptop. Step 3 - Explain your **idea** to anybody who has not heard it before.

- Combine ideas is one of the fundamental exercises in creative thinking. One plus one becomes in most of the cases something new: two. It's an exercise you can do when you want to come up with new **ideas** or develop old ones.

- <mark>Conduct brainstorming session</mark>

- **Topic statement:** When you write an essay, you have some main idea you want the reader to take away after reading your essay. We call that your thesis. In a persuasive or argumentative essay, your thesis might be that we all need to start doing something about global warming and climate change. In your thesis statement, you need to let the reader know that, but you also need to let the reader know how you are going to support your main idea and what points you will discuss about it.

- **Review the rules for Brainstorming**

There are No Dumb Ideas. This is the hardest rule to keep for people who don't practice brainstorming often, especially when someone shares an idea from out of left field. Any negative feedback immediately closes down part of the person's mind in the name of protection. It also shuts down anyone else who heard the comment and hinders the team's progress.
The best way to approach all ideas is from a position of acceptance. Everyone knows when a better idea is shared, so no one ever needs to be told their idea wasn't any good, especially when the weird ideas tend to spark more creativity that leads to great ideas. The not-so-great ideas are like kindling that starts a bonfire. If kindling is squelched, the bonfire never gets lit.

- **Defer judgment. Don't Criticize Other People's Ideas.** The moment judgment, a left-brain activity, enters the discussion it shuts down the right brain where great ideas are formed. The only reason for a person to shoot down an idea is to show superiority, which stifles creativity. No creative team has room for a superior being on it. After all, a dominant person in a brainstorming session tries to leverage their ideas instead of finding what's best for the story.

When someone criticizes an idea, the greatest tool of correction is for the team to immediately use the "bad idea" as a launching point for a diversion into play. Dave Crawford, a Disney Imagineering Principal Mechanical Show/Ride Engineer says, "The most unrealistic options inspire tangent ideas that take you to new places you would have never considered." By exploring all the possible tangents, not only does the criticizer learn his or her place, but also the team gets to overcome the negative comments with numerous newly inspired ideas.

- **Build on Other People's Ideas.** Some ideas are like taking a thumb out of a dam with a flurry of side or bigger ideas pouring forth. Teams can get on a roll of ideas that build one on top of the other. This sends the team into diverse directions and can shift the focus to address sustainable details. The goal is to capture the best of all the ideas and find an angle on it that will out last the test of time.

In the improve community, who brainstorms live on stage, the process is called, "yes, and." The yes acknowledges the first person's comment in a positive light and then adds to it a bigger, tangential or more detailed idea. The add-on is never viewed as being "better," but instead as being the next step in the developmental process for creating great show or story.

- **Reverse Quality for Quantity (go for quantity):** During production or performance everyone focuses on quality. However, in the developmental brainstorming process its mandatory to chase after quantity. It's impossible to come up with a new invention, show or story without pouring through a gazillion ideas until you find that one new angle, perspective or idea. Whether the goal is to educate or entertain, some form of the idea must be new.

Most pros board their brainstorming activities and later gather the large quantity of ideas based on observable groupings, topic, viewpoint or uniqueness. Screenplay writers group their ideas by set pieces, turning points and entertainment value. Businessmen group their ideas based on presentation, features and benefits. Preachers group their ideas based on scripture, story and application.

- **Encourage wild ideas/Play Wildly.** This is the most important element and the one few people want to see on the list. The more childlike the approach during the brainstorming process, the more creative the final solution. The play factor instills energy into the developmental process and infuses it with fun-based passion. This activity drives the kind of creativity required for a successful brainstorming session.

Many people define play differently. Some watch a movie in between sessions. Some quip off jokes. The more energetic get into character and role-play various perspectives. Others pull out board games, while still others get into pretend or make-believe worlds. Some even get more elaborate in their play within the worlds of cosplay or steam punk. Any activity works that is immersed in right-brained activity—even scribbling games on a blank sheet of paper.

When the rules of brainstorming are adhered to, all participants gain energy from the experience. When the rules are abused, people feel drained afterwards. This thermometer that tests the flow of

creative juices is important to monitor for the sake of future sessions and productivity. Without play, all brainstorming sessions fall apart.

- Defer judgment.
- Encourage wild ideas.
- Build on the ideas of others.
- Stay focused on the topic.
- One conversation at a time.
- Be visual.
- Go for quantity.

- **Brainstorming sequence**

- **Review the rules:** before you get started, take a little time and prepare. Done right, a little preparation can go a long way. State the purpose or topic of the brainstorming session, and select one person to serve as facilitator and one person to write the ideas that are generated.

- **Set a time limit**/ try limiting your time. Set a timer for 20-25 minutes and just go nuts. When that's done, take a break and start again.

  If that doesn't work for you, try limiting your materials. Take your favorite fountain pen and see how much you get done before running out of ink. Don't use a fountain pen and don't want to switch to crayons? Limit your other media. Give yourself one sheet of paper to fill up or a clean whiteboard to write on. Anything works as long as you run out of material before you run out of steam.

- **State the question/**explain the problem for which ideas are needed. What is the question to be answered or the problem to be solved.

- **Collect ideas**/gather ideas. A trigger may help, such as a creativity exercise or describing an idea that was successful.

- **Structured/**Sort the ideas. Group similar or related ideas - the sticky notes can be helpful here because you can easily rearrange them.

- **Unstructured/**Cull the ideas. Now apply judgment, within an environment of mutual respect, and decide which ideas are best to pursue – discuss each idea and vote. For example, you can ask each person to put a dot or checkmark next to the top three ideas. Prioritize the remaining ideas. Have the group decide the order of importance.

- **Record and display ideas**/ capture all ideas publicly. You can list them directly on a flip chart or have people write them on sticky notes which are then posted on the walls or flipchart. ALL ideas must be captured and there should be no judging of ideas at this point.

- **Clarify the meaning:** the facilitator does not participate in giving ideas, but ensures that everyone follows the process and respects the established brainstorming guidelines. This process continues until several people "pass" their turn. Then, participants offer ideas as they occur.

- **Eliminate duplications:** ideas are combined to eliminate duplication and clarified to ensure that everyone understands them.

TYPES OF BRAINSTORMING

Individual Brainstorming

While group brainstorming is often more effective at generating ideas than normal group problem solving, several **studies** have shown that individual brainstorming produces more and often better ideas than group brainstorming.

This can occur because groups aren't always strict in following the rules of brainstorming, and bad behaviors creep in. Mostly, though, this happens because people pay so much attention to other people that they don't generate ideas of their own or they forget these ideas while they wait for their turn to speak. This is called "blocking."

When you brainstorm on your own, you don't have to worry about other people's egos or opinions, and you can be freer and more creative. For example, you might find that an idea you'd hesitate to bring up in a group develops into something special when you explore it on your own.

Group Brainstorming

Here, you can take advantage of the full experience and creativity of all team members. When one member gets stuck with an idea, another member's creativity and experience can take the idea to the next stage. You can develop ideas in greater depth with group brainstorming than you can with individual brainstorming.

Another advantage of group brainstorming is that it helps everyone feel that they've contributed to the solution, and it reminds people that others have creative ideas to offer. It's also fun, so it can be great for team building!

Group brainstorming can be risky for individuals. Unusual suggestions may appear to lack value at first sight this is where you need to chair sessions tightly, so that the group doesn't crush these ideas and stifle creativity.

Where possible, participants should come from a wide range of disciplines. This cross-section of experience can make the session more creative. However, don't make the group too big: as with other types of teamwork, groups of five to seven people are usually most effective.

LO 2.2 – Create mood board

- <mark>Mood board format</mark>

A **mood board** is a type of visual presentation or a collage consisting of images, text, and samples of objects in a composition. ... A **mood board** can be used to convey a general idea or feeling about a particular topic. They may be physical or **digital**, and can be effective presentation tools.

1. **Digital mood board**

Mood board is a great way to set the visual direction for a project, but they don't need to be static PDFs anymore. Modern mood boards can include video, motion or even sound. You can easily share them online with your clients and your team to get feedback. And instead of sitting in a folder gathering dust, they can stay flexible and can evolve over time.

2. **Physical** mood board using hands. **Physical mood boards** are the traditional option. Typically, they are laid out on a piece of foam board — a craft material used for purposes as wide-ranging as building dioramas and mounting photographs. Cut out your images neatly and stick them to the board with spray adhesive for best results. You might layer the images on top of each other so they completely cover the board; if you prefer more of a neat grid layout with gaps between items; consider painting the board in a color that matches your chosen palette. Alternatively, a cork pin board with pins can be a stylized way to display your inspiration.

- <mark>Define the design concept</mark>

A **design concept** is the idea behind a **design**. It's how you plan on solving the **design** problem in front of you. It's the underlying logic, thinking, and reasoning for how you'll **design** a

website. Your **concept** will lead to your choices in color and type. It'll choose your aesthetic and determine your grid.

- o **Inspiration** is the process of being mentally stimulated to do or feel something, especially to do something creative. **Inspiration** is also a feeling of enthusiasm you get from someone or something, that gives you new and creative ideas. ... If something or someone is the **inspiration** for a particular book, work of art, or action, they are the source of the ideas in it or act as a model for it.

- o **Visualization** is the representation of an object, situation, or set of information as a chart or other image. **Visualization** is also any technique for creating images, diagrams, or animations to communicate a message. **Visualization** through visual imagery has been an effective way to communicate both abstract and concrete ideas since the dawn of humanity.

- o **Collaboration** is the action of working with someone to produce something. Collaboration in the workplace is when two or more people (often groups) work together through idea sharing and thinking to accomplish a common goal. ... The phrase 'putting our heads together' would be a good example of this important element of collaboration.

- <mark>The client brief</mark>

A client brief is a document provided to an advertising agency by and advertiser, containing information to be used as the basis for an advertising campaign, an advertisement or a communication activity.

- <mark>Collage, create, curate layout</mark>

Collage

Making a Photo Collage in 4 Easy Steps

A. Select photos. Choose photos with a theme to make use of the collage's storytelling power.
B. Arrange photos. Select a layout, then arrange your photos to bring your story to life.
C. Customize borders. Add color, texture, and patterns to enhance the theme of your collage.
D. Add text.

Create a template

A design template or template is a file that is created with an overall layout to be used with one or more documents. For example, a program may have a template for a resume. With a resume template, the overall layout is designed with placeholder text (e.g., your objective, previous job experience, etc.) that you can replace with information relevant to you.

A program may come with pre-designed templates with the ability for a template to be created by the user. When creating a custom template to be saved and reused or share it may contain theme fonts, layouts, theme colors, theme effects, background styles and even content.

Choose reading order

Logical reading order is the **order** in which a screen **reader** will enunciate the content item of the document. Example: In this picture, a sighted person would move from the Title, to the first heading to the list items in their numbered **order**, then to the picture; but will the screen **reader** do the same thing?

- Template-left to right/ top-down
  template- center out

TOP LEFT	TOP CENTER	TOP RIGHT
BOTTOM LEFT	BOTTOM CENTER	BOTTOM RIGHT

A. **layout tips**

These approaches will work well to provide a structure for balance, regardless of the medium you're working with.

- **Use a grid:**In graphic design and word processing applications, a grid is a series of vertical and horizontal lines that are used to subdivide a page vertically and horizontally into margins, columns, inter-column spaces, lines of type and spaces between blocks of type and images. These subdivisions form the basis of a modular and systematic approach to the layout, particularly for multipage documents, making the design process quicker, and ensuring visual consistency between related pages.
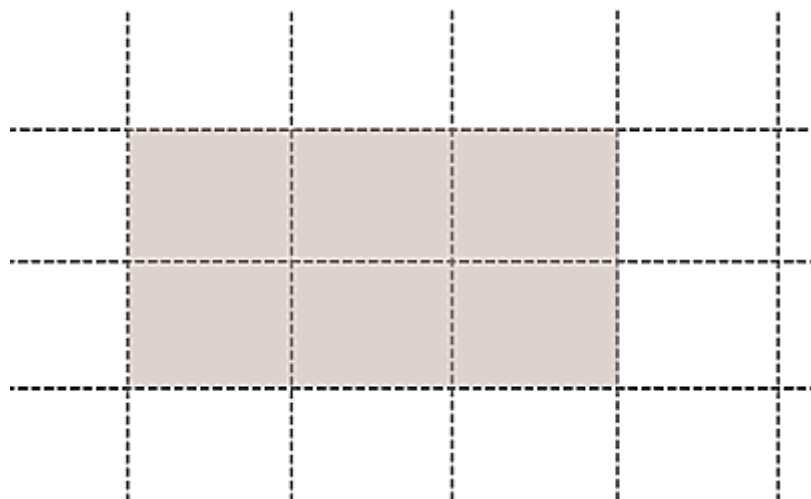
- **Choose a single focal point:** with your camera in **single point focus** mode, you will see all of the **focus point** brackets when you look through your viewfinder, but you will only use one set. ... If you want more of the composition to be in **focus** then chooses a smaller aperture (higher f-stop number).

- **Use the Rule of Thirds:** in photography, the **rule of thirds** is a type of composition in which an image is divided evenly into **thirds**, both horizontally and vertically, and the subject of the image is placed at the intersection of those dividing lines, or along one of the lines itself.

- **Use white space:** in graphic design, "white space" refers to the space that surrounds the elements. You may find the term "negative space" here and there, indicating the exact same thing. However, this space is neither white nor negative. It's simply the space in a design and it can have any color, texture or pattern.
  White space is a very important design element, just as all the other elements: pictures, fonts, graphics etc. When you see a lot of white space in a design, that's not because the designer didn't know what to put there. It was created intentionally to emphasize other elements of the layout and/or to convey a specific mood.

- **Repeat design elements:** repetition is simply **repeating** a single **element** many times in a **design**. For example, you could draw a line horizontally and then draw several others next to it. Repetition can be useful in web and app **design**. For example, you'd expect the logo of a business to be **repeated** on every page and in the same place.


- **Use hierarchy**
  Hierarchy is a visual design principle which designers use to show the importance of each page/screen's contents by manipulating these characteristics:
  – Size: users notice larger elements more easily.
  – Color: Bright colors typically attract more attention than muted ones.
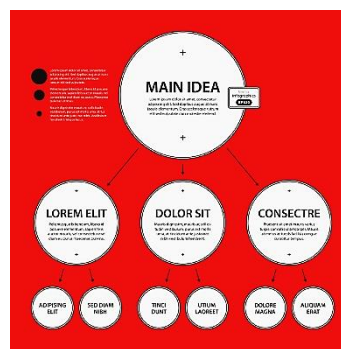
- **Use scale, contrast, and harmony**

  In the world of design, scale and proportion both have to do with the size of objects in a given context. **Scale** is an understanding of how the size of one object in a space relates to the size of the other objects in the space, as well as the size of the space itself. The scale of a map is the ratio of a distance on the map to the corresponding distance on the ground.
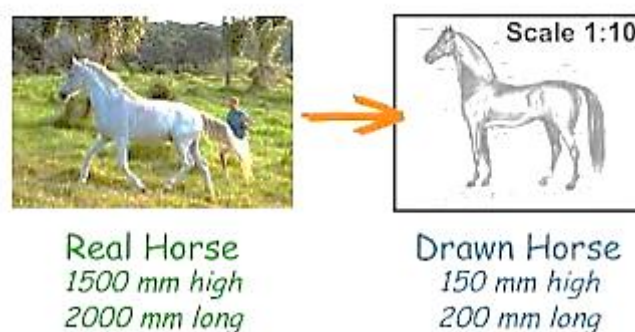
Contrast in the context of visual **design** can be defined as a difference between two or more elements in a composition. The more the difference between the elements; the greater they are easy to compare and comprehend and that are when they are said to have contrasted with each other.
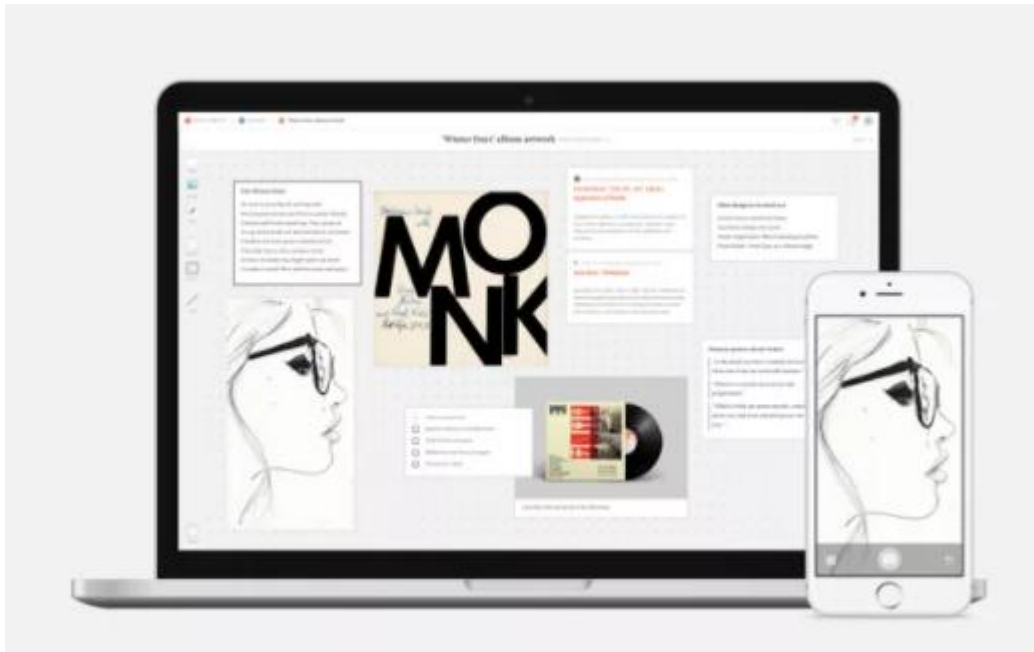

Harmony is a principle of **art** which refers to how well all the visual elements work together. Elements which are in **harmony** should have some kind of logical progression or relationship. It should just look like it works.
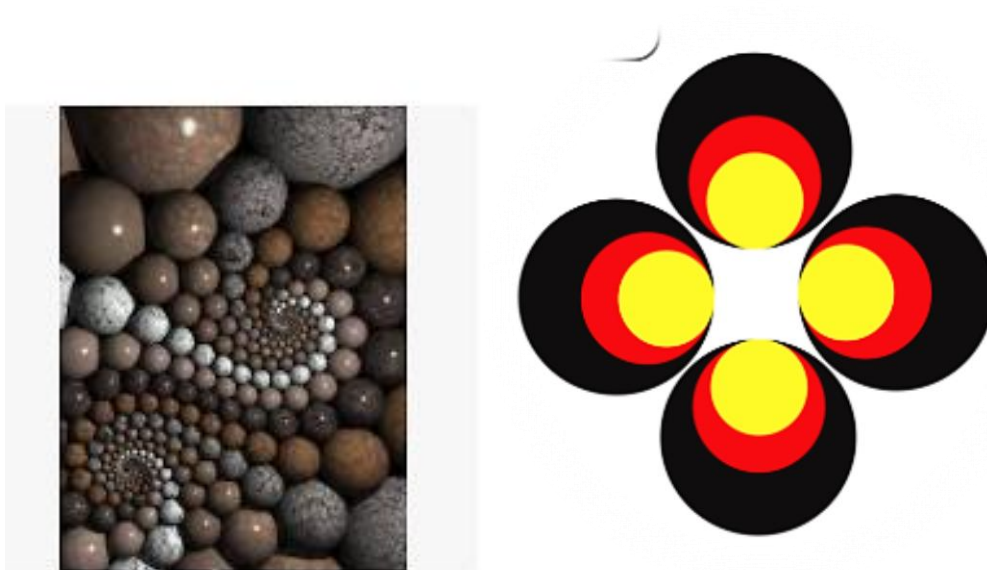

B. Cool tools for moodBoards

6 great tools for creating mood boards

a. **Milanote**

If you're looking for an easy-to-use tool to organize all your ideas, <u>Milanote</u> is certainly an option worth considering. The software runs in any modern web browser and offers as much space and as many levels of hierarchy as you might need to let your creative projects fully develop. It can be set up as a private place for you to collect your thoughts or as shared workspace for collaboration – the choice is yours. You can sign up for free, plus get access to Milanote's library of inspiration and templates to help get you started.
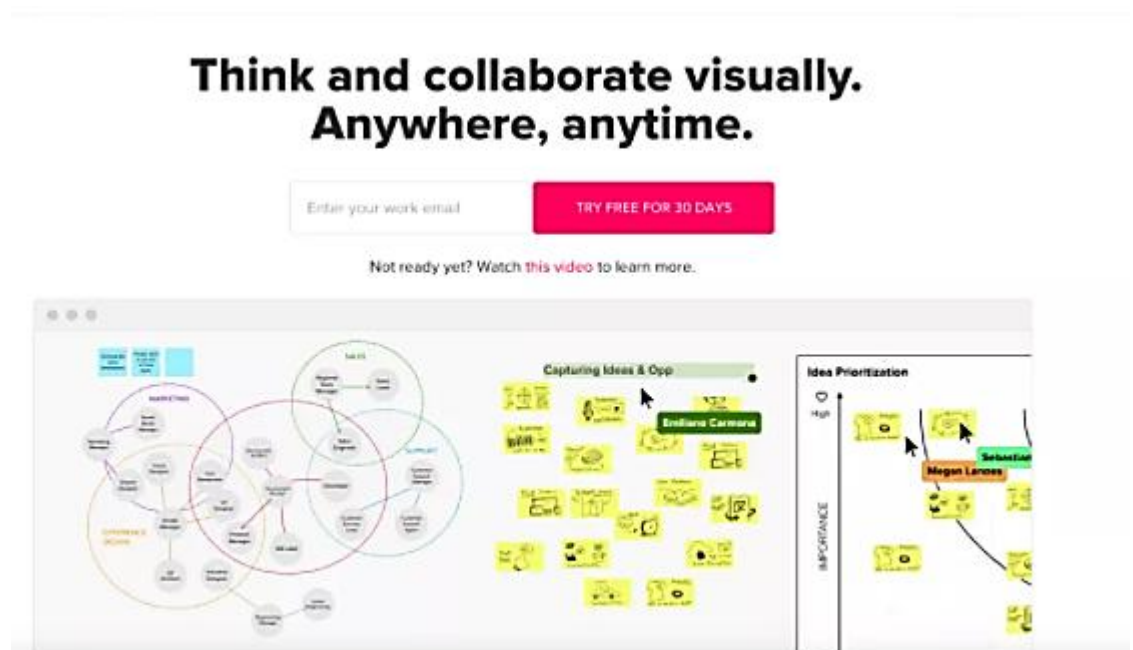
b. Pinterest
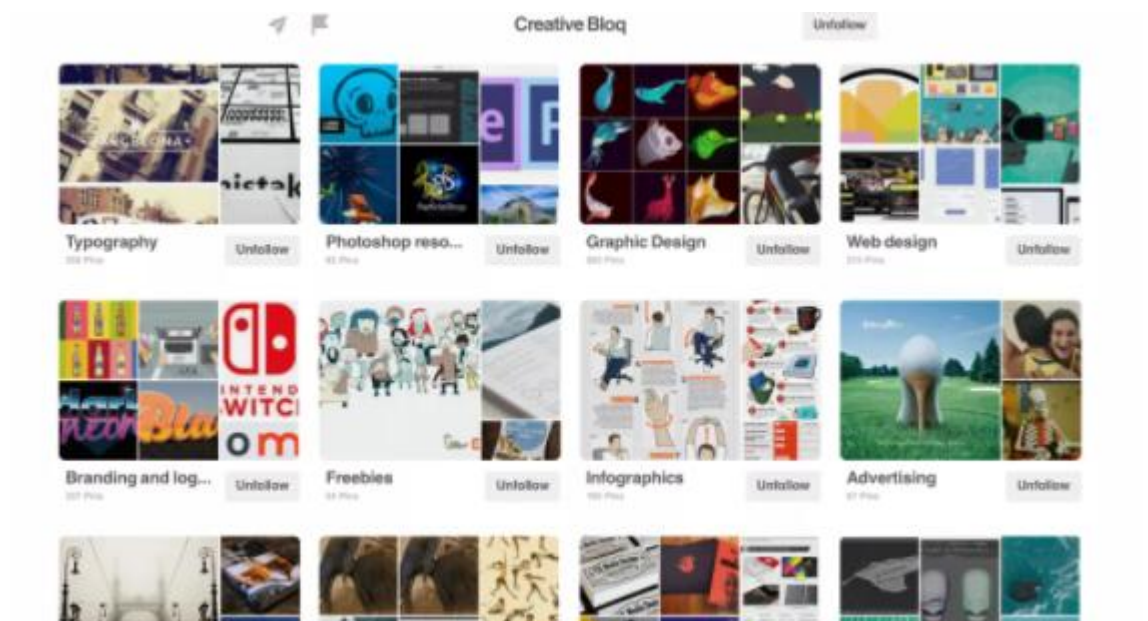
Pinterest offers a surprisingly diverse collection of images to draw mood board references from. The big plus of using it is that a whole load of human users have done a lot of the curating for you, which is the time-consuming bit. And the collections are often themed better than any traditional image library – you can even follow Creative Bloq.

c. **MURAL**

Mural describes offers easy and user-friendly way for creative teams to think, imagine and discuss their design ideas. It'll cost you $12/month, but there's a free trial available if you don't want to commit just yet.

d. **The Matboard**
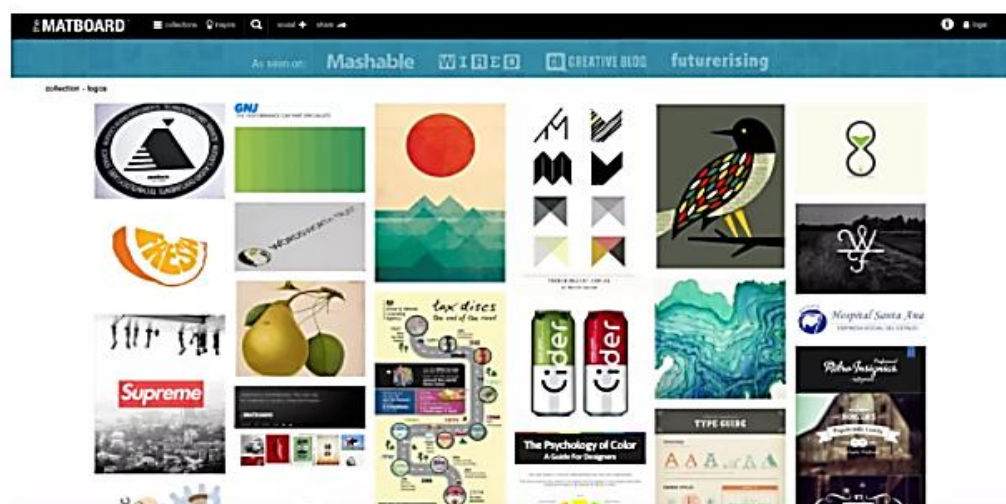
Image sharing site The Matboard is specifically targeting creatives as an alternative to the more mainstream Pinterest. Check out our in-depth review of what it has to offer.

e. Evernote
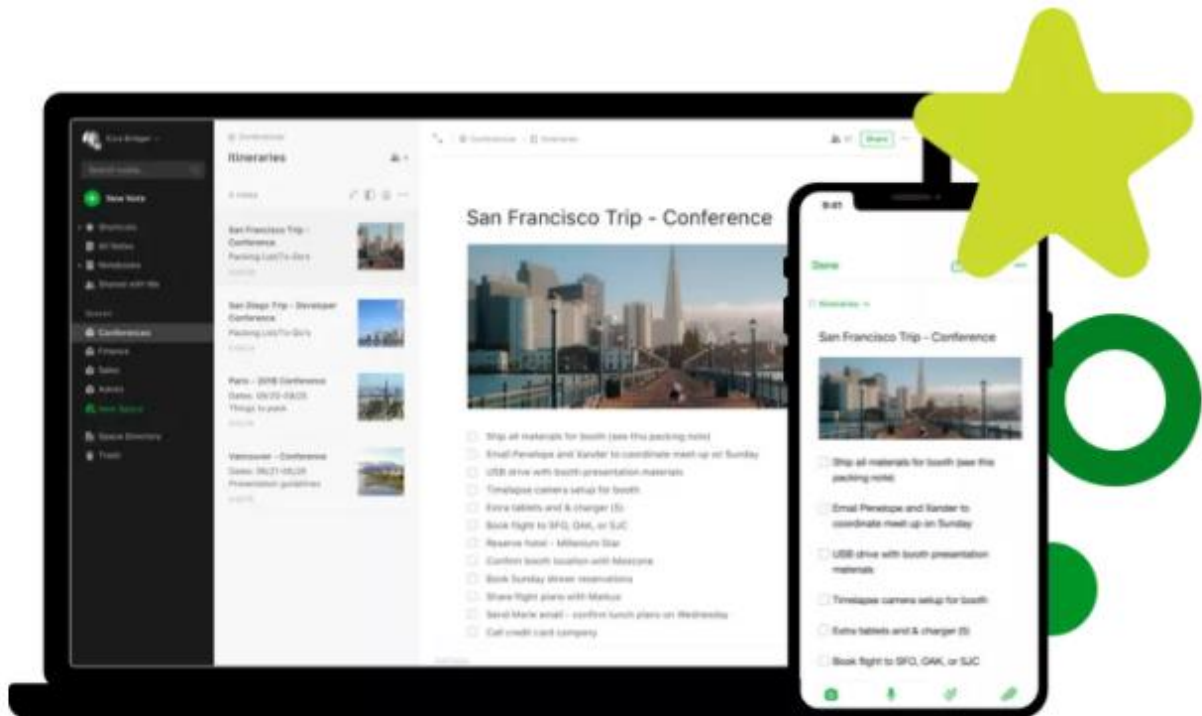
Popular notetaking app Evernote is a great tool for creating mood boards.

Evernote considered using the Evernote notetaking app to create mood boards? Us neither, but it can be done. This blog post over on SitePoint explains exactly how.

f. Sampleboard

Upload your images to <u>Sample board</u>, the digital mood board creation tool, and organize them into project files, then use the web editor to easily pull together design trends and color schemes. The mood boards you create can be shared on various social media sites and easily imported into documents and presentations. A range of mood board themes are available to get you started.

A **watermark** is a message (usually a logo, stamp, or signature) superimposed onto an image, with a great deal of transparency. So, it's still possible to visualize its presence without interrupting or preventing vision of the image that it protects.

➢ Watermarking photos

You should for two reasons - protection and promotion. The main purpose of a watermark is to copyright your photos and prevent any attempts of theft. Stock photography companies use repetitive watermarks across their images in order to protect them. Watermark can also help with promoting your image. If someone randomly sees your photo with your name on it, they will know who the author is. They can look you up to see more of your works. It is wise to watermark your photos before posting them on social media.

The most common position of a watermark is in the bottom right corner. This way it doesn't take away the attention from your image. However, if you position your watermark in any of four corners, it makes it easier for thieves to crop it out. Watermarks are secure only if you use them properly. The best protection is achieved by placing your watermark in the center of the photo and makes it cover at least 30% of your image. You can make the watermark semi-transparent for a better viewing experience.

➢ Photo mark

A Photo mark is a message (usually a logo, stamp, or signature) superimposed onto an image, with a great deal of transparency. So, it's still possible to visualize its presence without interrupting or preventing vision of the image that it protects.

➢ watermark

iWatermark, is the only watermarking tool available for all 4 platforms Android, iPhone/iPad, Mac and Windows. **iWatermark** is the most advanced utility for creating watermarks and watermarking photos.

- Digital boards

A digital whiteboard is a two-dimensional display space utilizing digital design. In contrast to traditional whiteboards, where physical media like markers are used to construct content, digital whiteboards typically involve a stylus or other tool for users to create digital writing, drawings or designs.

12 STEPS TO CREATE A DIGITAL MOODBOARD

- **Be clear on what you're trying to achieve**

- **Choose a few high level directions**

    a. Open the first **Board** you created.

    b. Drag in sub-boards, and name them in a descriptive way.

- **Collect any written inspiration**

Before you start adding images, it's a great idea to collect any written content you have. This might include brand values, positioning statements, taglines or any other parts of the brief that will inspire you or keep you on track.

1. Drag in one **Note** from the toolbar for each piece of content.

2. Use the **Quote** style for any direct quotes (e.g. from a client).

- **Add any visual elements that already exist**

Now it's time to start adding visual elements. Start with the easy stuff. If a logo already exists, drop it in. Same goes for any existing expressions of the brand like websites, design elements or photography. These might not make it into the final board, but they're still a great place to start. Don't worry about organizing the images just yet that will come later.

- Drag and drop images from your desktop on to your board.

- Paste the URLs of images on the web into a **Link** card and they'll automatically be uploaded.

- **Collect inspiring design from around the web**

Next, it's time to start searching online. The keyword you use to search can be literal words describing the topic of the moodboard (e.g. "bicycle") metaphors (e.g. "ribbon") or descriptive (e.g. "clean").

- **Add some photography**

Websites like Pixels, StockPhoto and the Creative Commons search are great places to find free photography.

- Add colors and fonts

- Add examples of motion and animation

The days of static mood boards are gone. With an online board it's possible to embed examples of how movement and animation could contribute to a piece of creative work. Grab some animated GIFs from Giphy and video from YouTube to bring your board to life.

- Drag animated GIFs straight from your desktop into your Board to upload them.

- Select and image and use the transparent option in the toolbar to toggle the background on and off.

- Use a **Link** card to embed video from YouTube into your board.

- **Focus on composition, hierarchy and scale**

Now that you've got the raw pieces, it's time to start arranging them into a final composition. Starting by scaling and placing the logo can be a good way to anchor your composition. Use the size of elements to indicate their importance, and put related elements side by side. This process can take a while, so just relax and enjoy it!

- **Add some notes explaining your thinking**

Although a mood board is a piece of visual communication, it's going to need some explanation before it will make sense to someone else. Adding short notes about why certain elements were chosen can really help communicate your ideas. Embedding these notes in a board keeps everything in context.

- **Ask for feedback**

Now that your board is finished, it's time to get some feedback. There's nothing like a mood board to kick start a conversation with your team or your clients about what's working and what isn't.

A. If you'd like to let someone edit the board, use the **Share** menu to invite them.

B. To share a read-only version of the board instead, create a **Secret Link** from the same menu.

C. You can also **Export** the whole board layout as a PDF, which is great for printing or sending via email.

- **And you're done!** Now you can go and admire all of your hard work

LO 2.3 – Develop mind map

- <mark>Concept definition</mark>

A. Mind Map is a visual thinking tool that can be applied to all cognitive functions, especially memory, learning, creativity and analysis. Mind Mapping is a process that involves a distinct combination of imagery, color and visual-spatial arrangement. The technique maps out your thoughts using keywords that trigger associations in the brain to spark further ideas.

Mind Maps can be drawn by hand or using software such as Ayoa. When creating a Mind Map, there are several elements to consider including the map's central idea, branches, colors, keywords and images.

B. **Idea(s)** is any conception existing in the mind as a result of mental understanding, awareness, or activity. Ideas are also thoughts, conceptions, or notions, opinions, views, or beliefs.

- <mark>Mind Map development</mark>

- **Looking for relationships between ideas:** so you have a main idea, and you have supporting ideas, but how can you be sure that your readers will understand the relationships between them? How are the ideas tied to each other? One way to emphasize these relationships is through the use of clear *transitions* between ideas. Like every other part of your essay, transitions have a job to do. They form logical connections between the ideas presented in an essay or paragraph, and they give readers clues that reveal how you want them to think about (process, organize, or use) the topics presented.

Drawing quickly on unlined paper without: there are several methods for writing in a straight line without having pre-lined paper:

1. Use a ruler, straight edge, or even better, a T-square to line the paper yourself. Use a pencil to create faint lines that can easily be rubbed out after you are done with your project.
2. Use a light table, light box or light pad. If you have an actual light table, that is fine. If not, you can raise a piece of glass on supports and place a light source underneath. On the light table place a sheet of lined paper and put the paper you wish to work with on top of it. You will be able to see the lines through your project paper. This is the method that I use when doing calligraphy projects. This way I never need to rule out lines on the paper I am actually working on, and never need to erase or rub out pencil lines.
3. A very old method of creating lines is to use a straight edge and a letter opener, dull edged knife or a bookbinder's bone folder to lightly engrave lines onto the paper surface.
4. Another old method is to use a pin to prick small holes in the paper and use those as a guideline. If you look closely at medieval manuscripts on parchment or paper you can sometimes see the minute holes made as a guideline for the illumination and calligraphy.

- Write down key ideas

- Putting the main idea in the Centre

- Leaving lots of space for later ideas

- **Benefits of using mind mapping**

- overview of a large subject

- Representation of a broad topic it in amore concise fashion

- Bigger picture and creative pathways

- Selection of resource and material

- Attractive and enjoyable format for your brain to look at and remember

- **Steps to Mind mapping**

- Center First

- Lighten Up

- Free Associate

- Think Fast

- Break Boundaries

- Judge Not

- Keep Moving

- Allow Organization

Mind maps can be used for pretty much any thinking or learning task, from studying a subject (such as a new language) to planning your career or even building better habits.

5 Steps to creating a Mind Map

Step 1: Create a Central Idea

The central idea is the starting point of your Mind Map and represents the topic you are going to explore.

Your central idea should be in the center of your page and can include an image or colour that fits with your Mind Map's topic. This draws attention and triggers associations, as our brains respond better to visual stimuli.

Taking the time to personalize your central idea, whether it's hand-drawn or using software, will strengthen the connection you have with the content in your Mind Map.

Step 2 Add branches to your map

The next step to get your creative juices flowing is to add branches. The main branches which flow from the central image are the key themes. You can explore each theme or main branch in greater depth by adding child branches.

The beauty of the Mind Map is that you can continually add new branches and you're not restricted to just a few options. Remember, the way your Mind Map spans out will come naturally as you add more ideas and your brain freely draws new associations from the different concepts.

Step 3 Add keywords

When you add a branch to your Mind Map, you will need to include a key idea. Try to keep this idea as brief as possible. Keeping the idea short allows you to spark off a greater number of associations, compared to longer more complex phrases.

Step 4 Color code your branches

Mind Mapping encourages whole brain thinking as it brings together a wide range of cortical skills from logical and numerical, to creative and special.

The overlap of such skills makes your brain more synergetic and maintains your brain's optimal working level. Keeping these cortical skills isolated from one another does not help brain development, which the Mind Map seeks to do.

One example of whole brain thinking is color coding your Mind Maps. Color coding links the visual with the logical and helps your brain to create mental shortcuts. It allows you to categorize, highlight, analyze information and identify more connections which would not have previously been discovered.

Colors also make images more appealing and engaging compared to plain, monochromatic images.

Step 5 Include images & visual signifiers

Images have the power to convey much more information than a word, sentence or even an essay. They are processed instantly by the brain and act as visual stimuli to recall information. Better yet, images are a universal language which can overcome any language barrier.
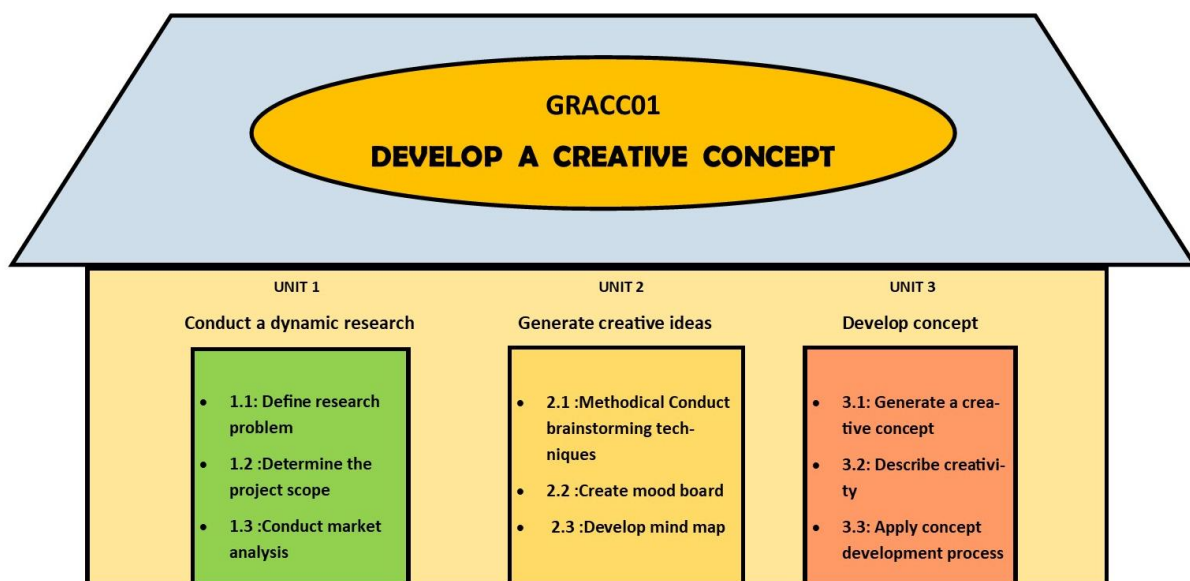
LO 3.1 – Generate a creative concept

- **Concept definition**

   A. **A creative concept** is an overarching "Big Idea" that captures audience interest, influences their emotional response and inspires them to takeaction. It is a unifying theme that can be used across all campaign messages, calls to action, communication channels and audiences.

   B. **Concept implementation**
   An **implementation concept** is an important building block for successful **implementation** of Gender Mainstreaming (GM). In particular, the sustained success of associated qualification measures, events, pilot projects, etc., depends crucially on the extent to which they are integrated into an overall strategic **concept**. Jan 2, 2010

- **Steps in the creative process**

The 4 Stages of Creativity

There is a common concept of left-brain and right-brain that respectively control logical thinking and creative thinking. However, it turns out that more than two parts are at work in the creative brain, and that we develop creative ideas by a more sophisticated process.

The creative process can be divided into **4 stages:**

Stage 1: Preparation

You might think creativity starts with an idea, but the truth is that ideas don't arise in an intellectual vacuum. If you want your brain to come up with innovative notions, you need to feed it materials to work with. This essential but under-celebrated stage of the process is simply called preparation and involves trying to learn lots of things. At this point, rather than searching for magic leaps of understanding, your brain is using attention, reasoning, and planning to gather information.

Stage 2: Incubation

"Then there is this important stage where you let it go," Kaufman explains, stressing that "it's really important." This stage is the one where you might actually want to climb into the bathtub or go for a walk and stop consciously thinking about the problem you're trying to solve. Research shows that letting your mind wander in this way leads to greater creativity.

Stage 3: Illumination

This is the scientific name for that classic "eureka!" moment when "connections automatically, subconsciously collide and then reach the threshold of consciousness," says Kaufman's words. "You're like 'oh my God! That's the idea!'"

Stage 4: Verification

Laypeople may understand creativity as pretty much ending with the thrilling light-bulb moment of the illumination stage, but Kaufman insists that at that point "you're not done." For creativity to reach others and accomplish anything, you need to once again use those critical thinking skills to think about your audience and craft your message or idea. "Some of the greatest creative ideas of all time can easily be lost because they're not packaged in the right way or consumable," Kaufman warns.

Preparation, incubation, illumination, and verification. In the **first stage**, your brain is gathering information. After all, creative ideas don't come from a vacuum. In **the second stage**, you let your mind wander and stretch your ideas. In **the third stage**, you make connections between ideas. In **the fourth stage**, creative ideas need to be polished by critical thinking in order to persuasively reach their audience.

Implementation can be the fifth stage of creativity.

The creative process above provides the full procedure for giving birth to creative ideas from no more than a hint.

LO 3.2 – Describe creativity

- <mark>Key concept definition</mark>

  ✓ **Defining Creativity**

Creativity is the act of turning new and imaginative ideas into reality. Creativity is characterized by the ability to perceive the world in new ways, to find hidden patterns, to make connections between seemingly unrelated phenomena, and to generate solutions. Creativity involves two processes: thinking, then producing.

If you have ideas but don't act on them, you are imaginative but not creative.

"**Creativity** is a combinatorial force: it's our ability to tap into our 'inner' pool of resources – knowledge, insight, information, inspiration and all the fragments populating our minds – that we've accumulated over the years just by being present and alive and awake to the world and to combine them in extraordinary new ways."Maria Popova, Brainpickings

"**Creativity** is the process of bringing something new into being. Creativity requires passion and commitment. It brings to our awareness what was previously hidden and points to new life. The experience is one of heightened consciousness: ecstasy." – Rollo May, *The Courage to Create*

- ✓ **Defining Innovation**

Innovation is the implementation of a new or significantly improved product, service or process that creates value for business, government or society.

Some people say creativity has nothing to do with innovation— that innovation is a discipline, implying that creativity is not. Well, I disagree. Creativity is also a discipline and a crucial part of the innovation equation. There *is* no innovation without creativity. The key metric in both creativity and innovation is value creation.

Executing an idea which addresses a specific challenge and achieves value for both the company and customer

The main **difference between creativity and innovation** is the focus. **Creativity** is about unleashing the potential of the mind to conceive new ideas. ... **Innovation** is about introducing change into relatively stable systems. It's also concerned with the work required to make an idea viable.

- ✓ **Requirements:** are things that are needed or wanted. A requirement is also a quality or qualification that you must have in order to be allowed to do something or to be suitable for something. Implementation is the process of executing a plan or policy so that a concept becomes a reality. To implement a plan properly, managers should communicate clear goals and expectations, and supply employees with the resources needed to help the company achieve its goals.

- ● Creativity requirements

  - **Creativity requires fluency** (large amounts of ideas): creativity fluency is the process by which artistic proficiency adds meaning through design, art, and storytelling. It is about using innovative design to add value to the function of a product though the form.
  - **Flexibility of ideas** (range of ideas): flexibility in thinking is the ability to move easily from one **idea** to the next, or the ability to move from one solution to another set of solutions.
  - **Originality:** ability to generate a product or idea that is unique or very unusual, unexpected, first of its kind.

LO 3.3 –Apply concept development process

- ● Concept note

A Concept Note is the shortest expression your project idea given on paper to a donor. It is usually requested by the donor in situations where no proposals have been solicited from NGOs. Most of the donor agencies prefer to understand the project through a Concept Note rather than a full-fledged proposal.

- **Parts of a concept note**

  The Structure of the Concept Note

- The cover page
- The Title. An unstructured concept note should ideally have a title, submitted by, date of submission as the primary information in the header section. ...
- Introduction or Background. ...
- Goal and Objectives. ...
- Expected Results. ...
- Innovation. ...
- Budget.

- **Format and layout**

A concept note is a brief outline of the project you have in your mind. A simple version of it will include an introduction, a background, proposed objectives and results and a budget overview. Ideally, it should not be more than 2-3 pages unless the donor agency has specific requirements. Format of A4, size of 12, font of Times New Roman.

- **Concept writing**

While there is no standard format for a Concept Note, generally the following information is given:

   o Name of the Organization
   o Title of the Proposed Project
   o Potential Donor
   o Context (not more than 300 words)
   o Rationale for the Proposed Project
   o Project Goals and Objectives
   o Project Strategy/ Listing of Project Activities
   o Expected Results
   o Innovation: How different it is for other or earlier projects?
   o Organizational Background, including the expertise and experience.
   o Budget Estimate
   o Complete Contact Information of the NGO along with the name of the Contact Person.

Sample Organization
Tel: +1 555-555-5555
Fax: +1 555-555-5556
Address: New York, NY, USA

Sample Concept Note
By ProposalsforNGOs

See more at:
proposalforngos.com

Contact
Jane Doe
Project Manager
Jane.doe@sampleorganization.org

Improving the Lives of Workers in the Nicaraguan Agricultural Sector
January 2018

Objective: *The objective of this program is to improve the lives of farm workers and their families by improving labor law compliance in specific sectors of Nicaraguan agriculture.*

Strategy

The Sample Organization and its partners will work in Nicaragua to improve workers rights, facilitate creation of decent jobs, community development through workers' income earning ability, and agricultural sector competitiveness and growth. It will do so by addressing the challenges of raising awareness about and compliance with national labor laws, and emphasizing safety and health issues among workers and employers through an innovative approach. By enabling agricultural workers to claim their rights at work, it will send a positive ripple effect throughout their communities. By preserving and supporting workplace integrity and values, it can reduce injuries that threaten lives, livelihoods, and family income by increasing the acquisition and proper use of safe equipment for production, harvesting and processing activities. Additionally, sustainment of these jobs will improve workers' ability to provide for their families and to

better understand and protect the rights of their children to health and education.

The Sample Organization's strategy is to work simultaneously on improving enforcement and strengthening incentives for employers to raise labor standards– both through the implementation of management systems to ensure safe and decent working conditions and their participation in social dialogue. In order to embed the protection of workers' rights in agriculture production, all interested parties need to work towards establishing a culture of compliance among employers, government, worker and community-based representative organizations.

Activities

This project aims not just at making changes in the workplace, but also to make changes in the everyday life of workers and their communities. The set of activities proposed include:
- Organize 3 intensive trainings for 30 participants each, including workers, managers, labor leaders, and producer associations
- Conduct 2 follow-up and feedback seminars for training participants
- Organize 10 or more grassroots community awareness raising meetings, that will include civil society organizations, workers, and companies
- Provide continuous technical assistance for participating farm managers and workers
- Organize 2 capacity building seminars for Inspectors of Government Ministries that have inspectorial responsibilities in the agriculture sector

Project Outputs
- 90 workers, managers, labor leaders, and producer associations trained – leading to an increase in the respect for workers' rights and a decrease in occupational accidents
- Awareness created amongst 300 community members – leading to improved manager-worker relationships, as well as better workplace and community practices
- 1000 or more worker family and community members positively impacted by the project activities
- 30 or more agricultural inspectors trained – leading to better enforcement of labor laws

Budget Summary

The sample Organization requests a total contribution of US$ which can be summarized as follows:

BUDGET SUMMARY (US$)	
Staffing Support and Technical Experts (Managua/New York)	$
Travel and Related Expenses	$
Training and Workshops	$
Communications and Materials	$
Institutional support @ 18%	$
TOTAL (request to this funder)	$

- **Concept development process**

Concept development is a process of developing ideas to solve specified design problems. The concepts are developed in phases, from formless idea to precise message in an appropriate form with supportive visuals and content.

- **Clarifying requirements**

Project requirements

Imagine that you're building your dream house. You've purchased the land, hired the architect, and secured your construction crew. That's a good place to start, but without your blueprint, your dream house will remain just that: a dream. Your blueprint gives the architect, contractor, electrician, plumber, and anyone involved in the build, a clear idea of what needs to be done to finish the house. This plan provides them with the requirements needed to complete their jobs.

Project requirements are conditions or tasks that must be completed to ensure the success or completion of the project. They provide a clear picture of the work that needs to be done. They're meant to align the project's resources with the objectives of the organization. The benefits of effectively gathering project requirements include cost reduction, higher project success rates, more effective change management, and improved communication among stakeholders.

- **Concept generation**

Concept generation is a procedure that begins with a set of customer needs and target specifications and results in an array of product concept design alternatives from which a final design will be selected. This step requires a more abstract style of thinking than perhaps most engineers are used to. The preliminary stage of any new product development project is the conceptual design phase. During this early stage, engineers and designers rapidly explore and refine ideas by engaging in free-flowing, collaborative brainstorming sessions, during which a wide range of designs in the form of sketches, 2D drawings and layouts, and 3D models and renderings are considered and evaluated until a final concept design is collectively chosen. During this time, ideas might be sketched roughly on white boards or on paper. A study entitled, Trends in Concept Design, conducted by PTC, illustrates the methods by which concept designs or ideas are captured.

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