

Aalborg Universitet



## Toolbox for creativity

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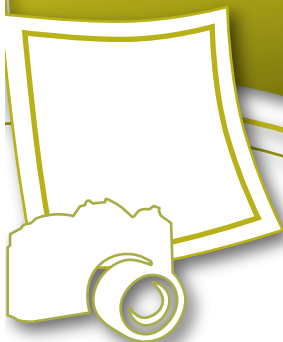
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PLAYING CARD

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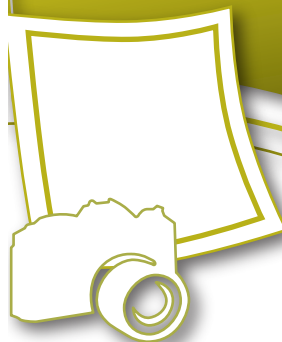


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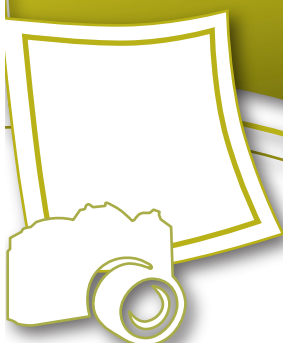


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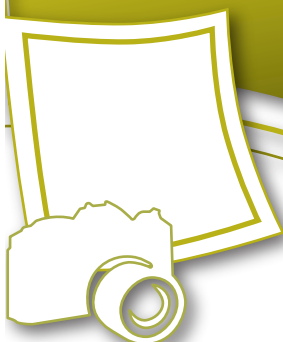


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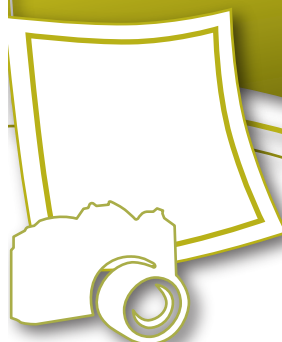


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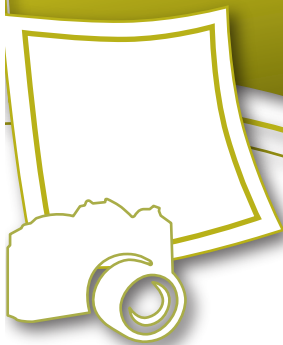




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WORD

AIRPLANE

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DRINK

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WORD

KINDERGARTEN

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BOWL

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PLAYING CARD  
**WORD**

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WATER BALLOON

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SOLARIUM

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PLAN

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KEY

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DRILLING MACHINE

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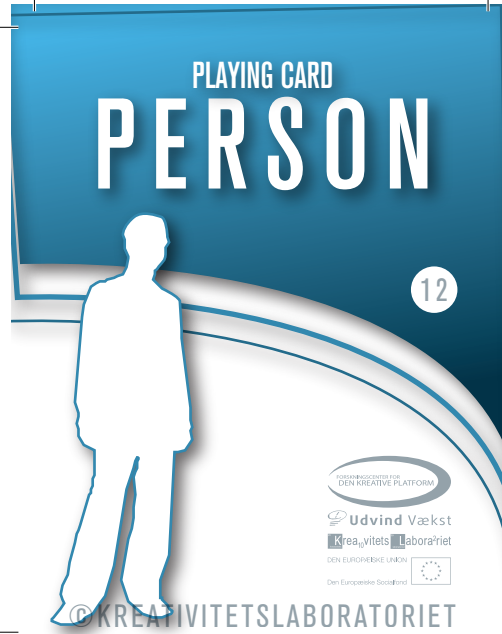
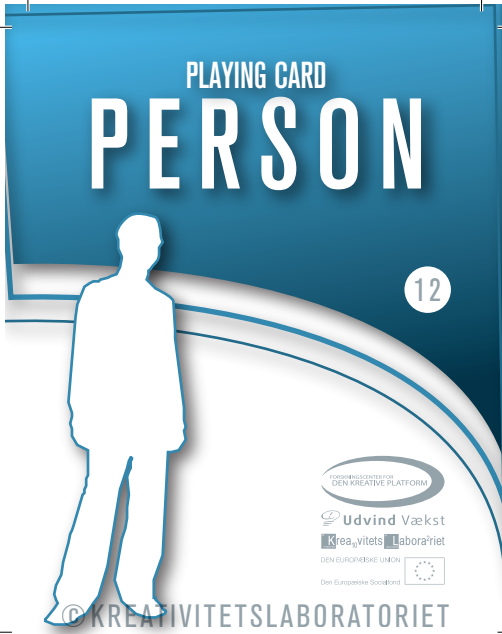
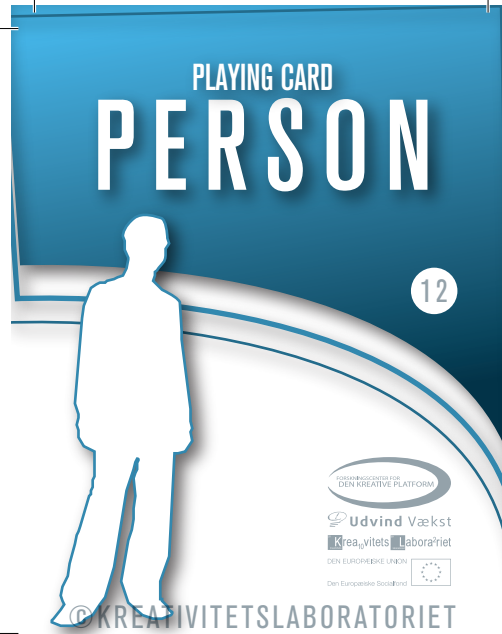
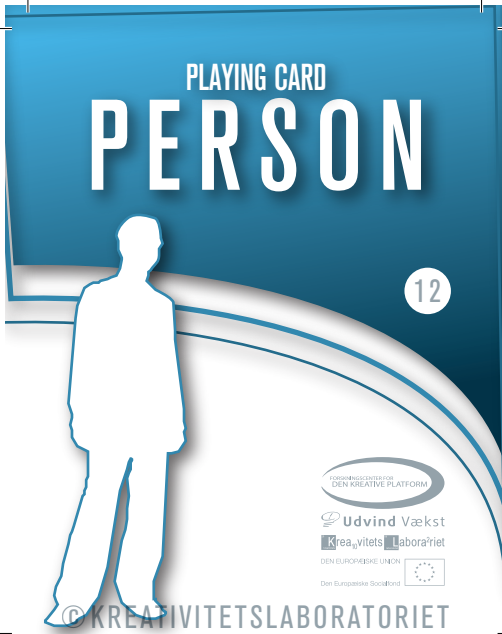
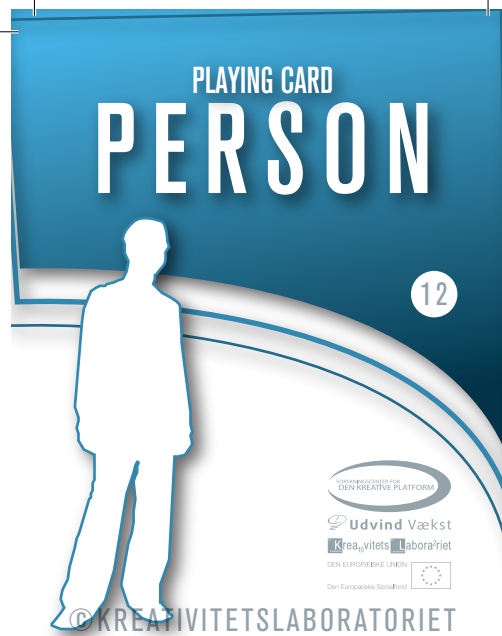
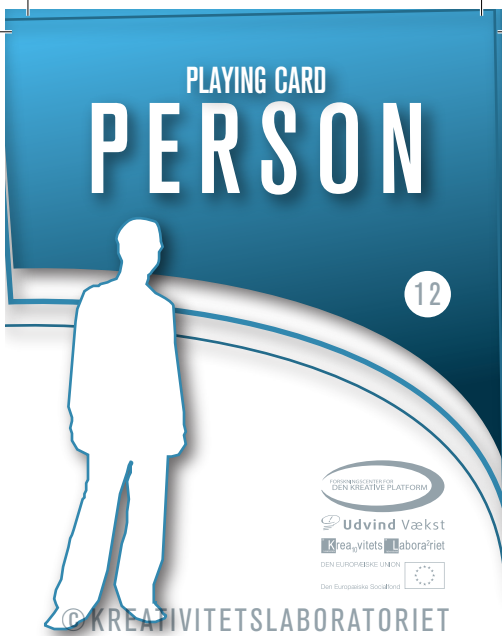
WORD

BOW

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# PERSON



IF A **SHOP OWNER** WAS HIRED TO SOLVE THIS PROBLEM, WHAT IDEAS WOULD HE COME UP WITH?

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# PERSON



IF A **GRAPHIC DESIGNER** WAS HIRED TO SOLVE THIS PROBLEM, WHAT IDEAS WOULD SHE COME UP WITH?

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# PERSON



IF A **PAINTER** WAS HIRED TO SOLVE THIS PROBLEM, WHAT IDEAS WOULD HE COME UP WITH?

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# PERSON



IF A **CHIMNEY SWEEP** WAS HIRED TO SOLVE THIS PROBLEM, WHAT IDEAS WOULD SHE COME UP WITH?

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# PERSON



IF A **BRIDGE BUILDER** WAS HIRED TO SOLVE THIS PROBLEM, WHAT IDEAS WOULD HE COME UP WITH?

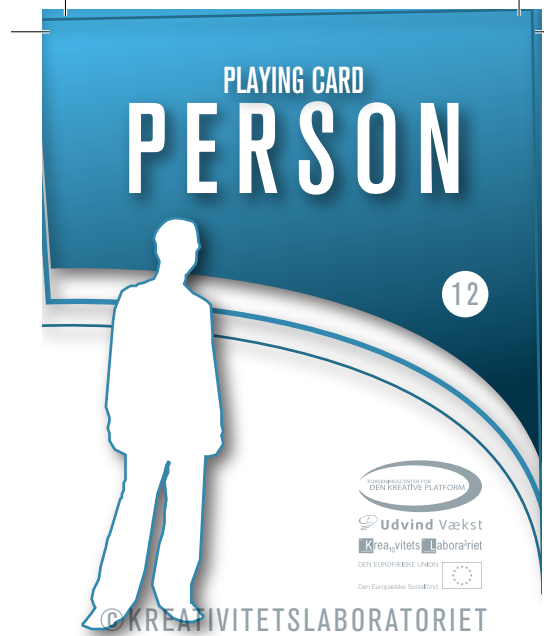
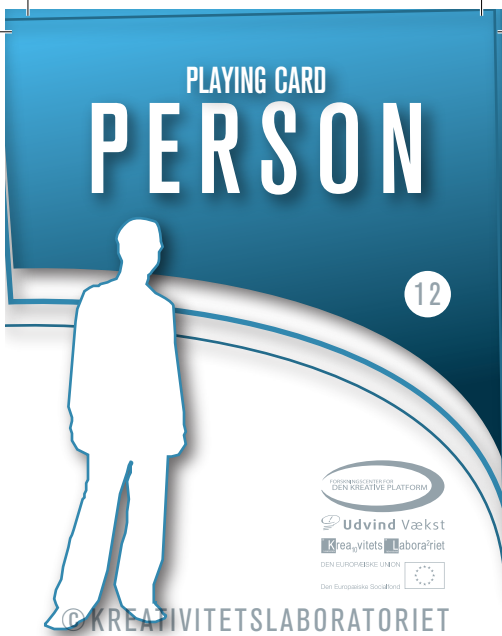
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# PERSON



IF A **GRAVE ROBBER** WAS HIRED TO SOLVE THIS PROBLEM, WHAT IDEAS WOULD SHE COME UP WITH?

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# PERSON



IF A **MANNEQUIN** WAS HIRED TO SOLVE THIS PROBLEM, WHAT IDEAS WOULD HE COME UP WITH?

# PERSON



IF A **LOGGER** WAS HIRED TO SOLVE THIS PROBLEM, WHAT IDEAS WOULD SHE COME UP WITH?

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# CHALLENGE



THE SOLUTION SHOULD BE USED BY A SWIM COACH

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# CHALLENGE



THE SOLUTION MUST USE FACE RECOGNITION

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# CHALLENGE



THE SOLUTION MUST BE ABLE TO FLOAT

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# CHALLENGE

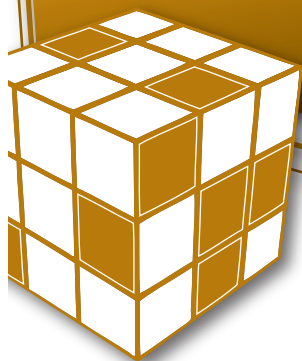


THE SOLUTION MUST BE HEALTHY

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PLAYING CARD  
**CHALLENGE**

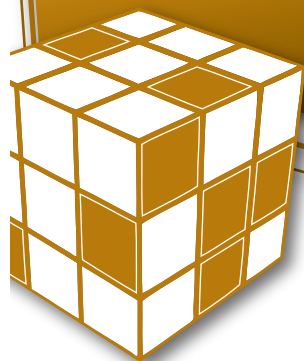


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**CHALLENGE**

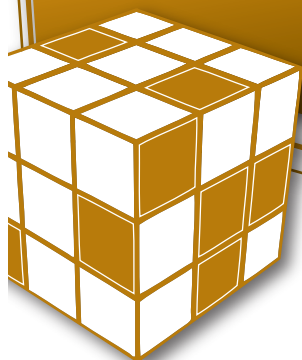


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**CHALLENGE**

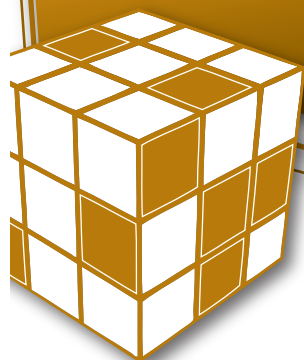


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PLAYING CARD  
**CHALLENGE**



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PLAYING CARD  
**UP-SIDE-DOWN**



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PLAYING CARD  
**UP-SIDE-DOWN**



12



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# CHALLENGE



THE SOLUTION SHOULD BE USED BY A SAILOR

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# CHALLENGE



THE SOLUTION MUST BE ABLE TO BE FOLDED

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# UP-SIDE-DOWN



WHY IS A STICK ROUNDER THAN A CIRCLE?

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# CHALLENGE



THE SOLUTION MUST USE GPS

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# CHALLENGE



THE SOLUTION MUST BE AVAILABLE ONLINE

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# UP-SIDE-DOWN



WHY IS A RUBBER BAND HEAVIER THAN A TREADMILL?

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PLAYING CARD  
**UP-SIDE-DOWN**

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PLAYING CARD  
**UP-SIDE-DOWN**

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**UP-SIDE-DOWN**

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**UP-SIDE-DOWN**

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**UP-SIDE-DOWN**

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PLAYING CARD  
**UP-SIDE-DOWN**

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**UP-SIDE-DOWN**



**WHY IS A SPIDER FASTER THAN A TRUCK?**

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**UP-SIDE-DOWN**



**WHY IS A DIAPER NICER THAN A FASHION MODEL?**

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**UP-SIDE-DOWN**



**WHY IS A CHEETAH SLOWER THAN A CENTIPEDE?**

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**UP-SIDE-DOWN**



**WHY IS A RAT NICER THAN A TUXEDO?**

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**UP-SIDE-DOWN**



**WHY IS A ROLLERCOASTER SMALLER THAN AN ANT?**

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**UP-SIDE-DOWN**



**WHY IS A PINEAPPLE LARGER THAN A DUSTBIN?**

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PLAYING CARD

# PRINCIPLE

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# PRINCIPLE

APPLY THE PRINCIPLE OF A SUNGLASS IN THE SOLUTION

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# PRINCIPLE

APPLY THE PRINCIPLE THAT THE MOST IMPORTANT ELEMENT IN THE SOLUTION MUST BE MADE SIMPLE

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# PRINCIPLE

APPLY THE PRINCIPLE OF A VACUUM CLEANER IN THE SOLUTION

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# PRINCIPLE

APPLY THE PRINCIPLE OF EXPLOSION IN THE SOLUTION

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# PRINCIPLE

APPLY THE PRINCIPLE OF REFILL IN THE SOLUTION

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# PRINCIPLE

APPLY THE PRINCIPLE OF A BETA TEST OF THE MOST IMPORTANT ELEMENT IN THE SOLUTION

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PLAYING CARD

# PRINCIPLE

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# PRINCIPLE

APPLY THE PRINCIPLE THAT THE MOST  
IMPORTANT ELEMENT IN THE SOLUTION  
MUST HAVE A PURPOSE FOR THE COMMON  
GOOD

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# PRINCIPLE

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# PRINCIPLE

APPLY THE PRINCIPLE OF ROTATION IN  
SOLUTION

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