

Aalborg Universitet



Toolbox for creativity

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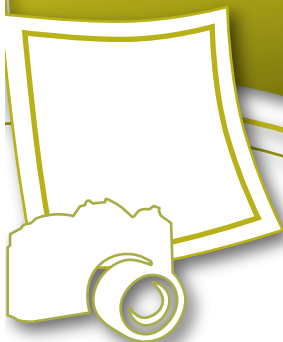
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PLAYING CARD

PICTURE

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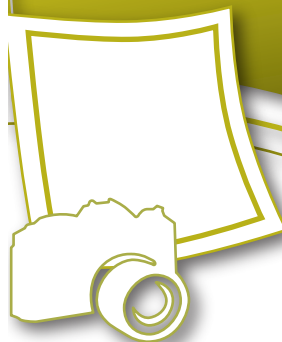


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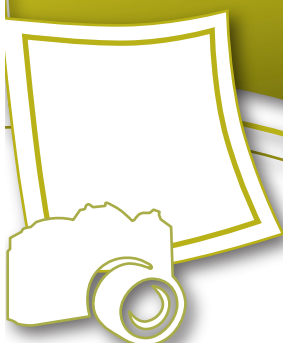


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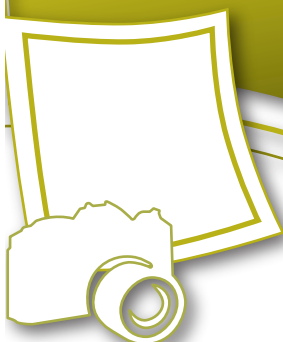


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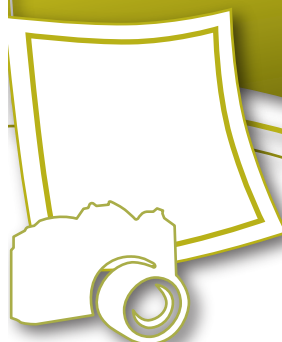


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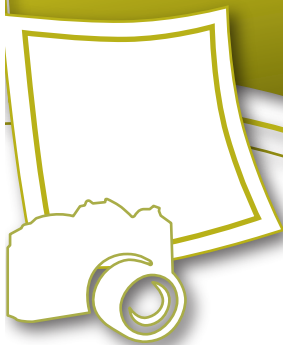
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WORD

HAT

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WARNING

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WORD

SODA

WORD

PINEAPPLE

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KANGAROO



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PILLOW



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WORD¹⁴

SOCKS



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DRAWER



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MALL



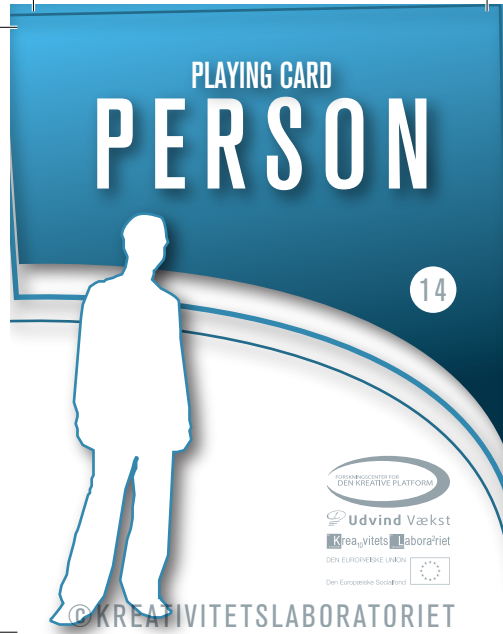
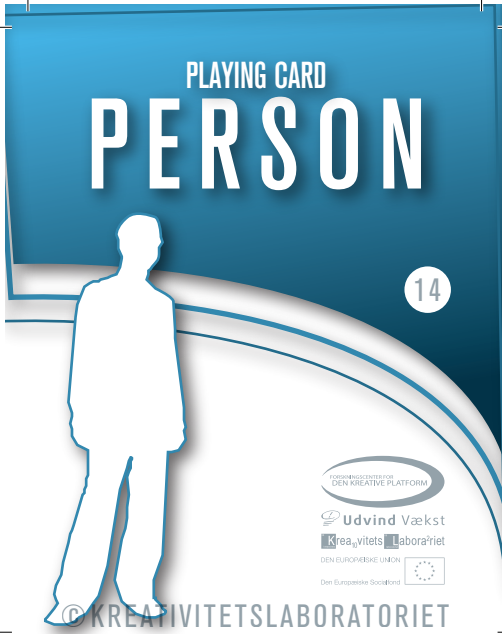
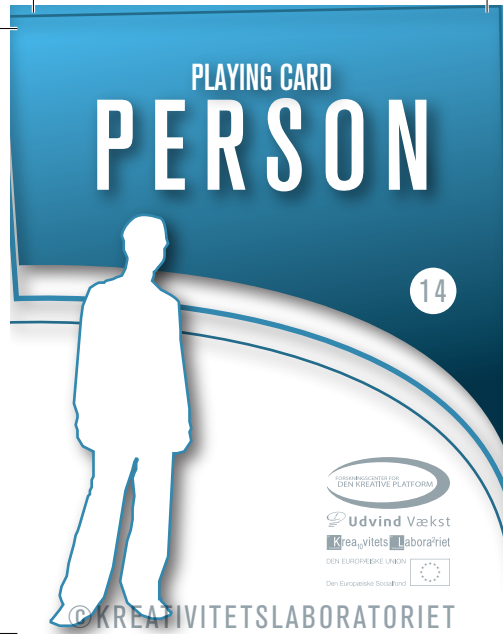
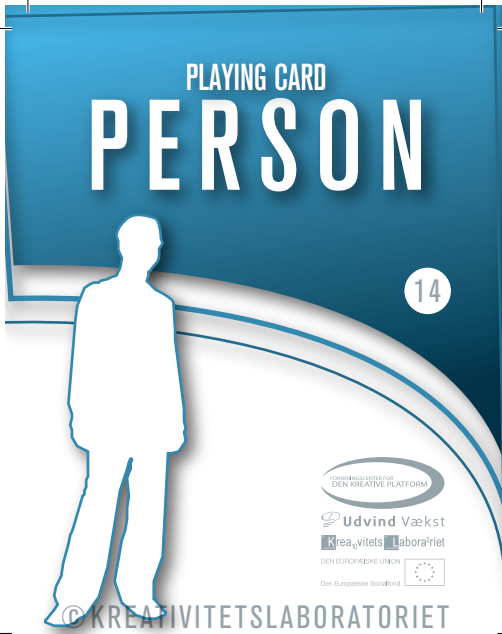
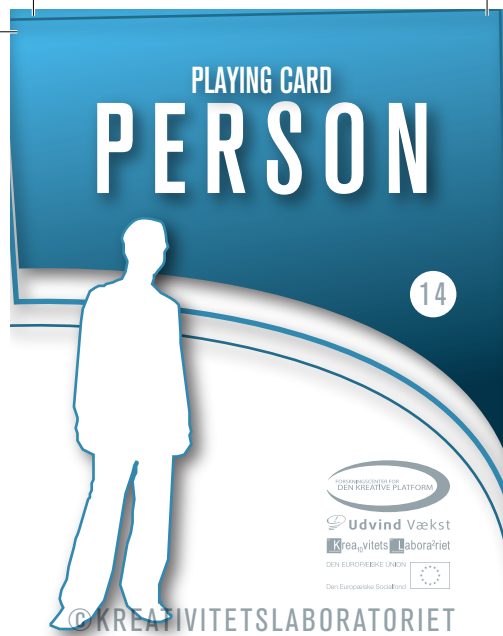
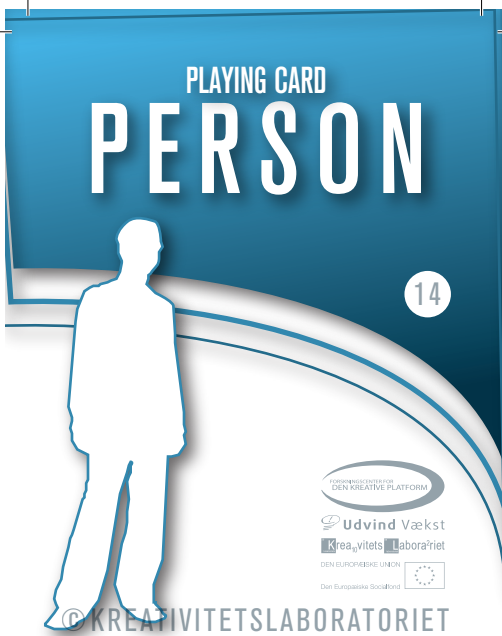
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WORD

PILL



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PERSON



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

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

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

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PERSON



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

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PERSON



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

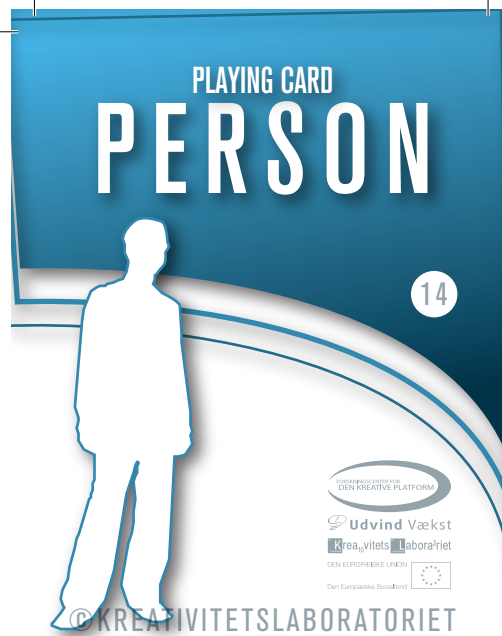
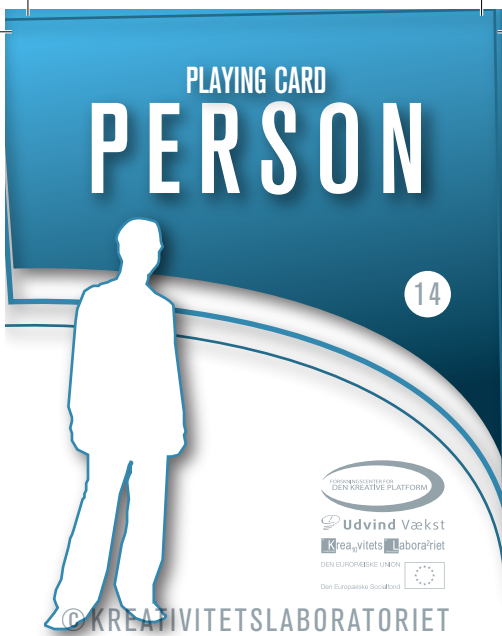
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PERSON



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

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PERSON



IF A **METEOROLOGIST** 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 CYCLIST

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CHALLENGE



THE SOLUTION SHOULD BE USED BY
A CIRCUS

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PERSON



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

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CHALLENGE



THE SOLUTION MUST BE ABLE TO BE
PARTED IN TWO

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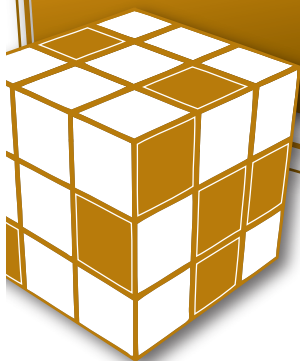
CHALLENGE



THE SOLUTION SHOULD DEVELOP THE
IMAGINATION

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PLAYING CARD
CHALLENGE

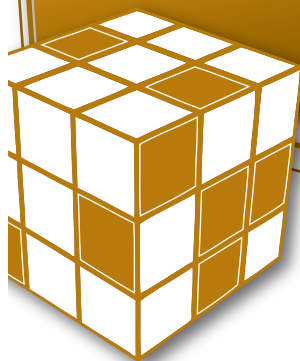


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CHALLENGE

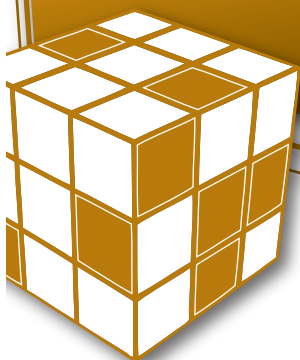


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CHALLENGE

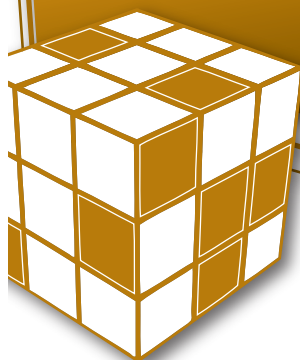


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PLAYING CARD
CHALLENGE



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PLAYING CARD
UP-SIDE-DOWN



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PLAYING CARD
UP-SIDE-DOWN



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CHALLENGE



THE SOLUTION SHOULD BE USED BY A
HAIRDRESSER

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CHALLENGE



THE SOLUTION SHOULD BE USED IN A CAR

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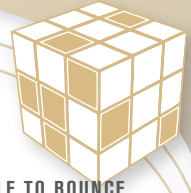
UP-SIDE-DOWN



WHY IS A DRINKING GLASS LARGER THAN
A SAIL?

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CHALLENGE



THE SOLUTION MUST BE ABLE TO BOUNCE

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CHALLENGE



THE SOLUTION SHOULD DEVELOP THE
USER'S PEDAGOGICAL SKILLS

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UP-SIDE-DOWN



WHY IS IT QUICKER TO CLIMB THAN TO
RUN?

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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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UP-SIDE-DOWN

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UP-SIDE-DOWN



WHY IS A TABLE LEG WIDER THAN A TOWER?

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UP-SIDE-DOWN



WHY IS A BRACELET SAFER THAN A BELT?

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UP-SIDE-DOWN



WHY IS A PRISON NARROWER THAN A PHONE BOOK?

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UP-SIDE-DOWN



WHY IS A CAVE BRIGHTER THAN THE SUN?

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UP-SIDE-DOWN



WHY IS MARRIAGE HEALTHIER THAN SALAD?

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UP-SIDE-DOWN



WHY IS A SPEAKER PRETTIER THAN A SUNSET?

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PRINCIPLE

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PLAYING CARD

PRINCIPLE

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PRINCIPLE

APPLY THE PRINCIPLE OF A SAW BLADE IN THE SOLUTION

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PRINCIPLE

APPLY THE PRINCIPLE THAT THE MOST IMPORTANT ELEMENT OF THE SOLUTION MUST STIMULATE ALL THE SENSES

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PRINCIPLE

APPLY THE PRINCIPLE OF A FIRE EXTINGUISHER IN THE SOLUTION

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PRINCIPLE

APPLY THE PRINCIPLE OF BETTER PREPARATION OF THE MOST IMPORTANT ELEMENT IN THE SOLUTION

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PRINCIPLE

APPLY THE PRINCIPLES OF OUTSOURCING OF KEY ELEMENTS OF THE SOLUTION

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PRINCIPLE

APPLY THE PRINCIPLE OF ENTHUSIASM TO THE MAIN PARTS OF THE SOLUTION

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PLAYING CARD

PRINCIPLE

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PRINCIPLE

APPLY THE PRINCIPLE OF THE MOST
IMPORTANT ELEMENT IN THE SOLUTION
MUST BE SELF-PROPELLED

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PRINCIPLE

APPLY THE PRINCIPLE THAT THE MOST
IMPORTANT ELEMENT OF THE SOLUTION
MUST BE SUSTAINABLE

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