

Electronic Layout: Mind Mapping

Also called “radiant thinking,” mind mapping is a form of mental research that allows designers to quickly explore the scope of a given problem, topic, or subject area. Starting with a central term or idea, the designer quickly plots out associated images and concepts.

Focus: Place one element or idea at the center of the page.

Branch Out: Create a web of association around the core phrase or image. If you like, use simple pictures as well as words.

Organize: The main branches of your map can represent categories such as synonyms, antonyms, homonyms, related compound words, clichés, stock phrases, and so on. Try using a different color for each branch you develop.

Subdivide: Each main branch can feed smaller subcategories. Work quickly, using the process to free up your mind. For example, the idea of discovery can take you from the name of inventors and inventions to the physical senses.

Create a Mind Map for your company. Place your company’s name at the center of your mind map, and create associations from that word. Create additional mind maps based off of products, slogans, or related ideas. You must complete 4 Minds Maps.

Due: May 9

Time Required: 2+ hours