

Activity 4.4

Creative brainstorming

On the ball

Brainstorming sessions can be fun and creative as long as the ideas are flowing. Consider fun variations. For example, have the brainstorming participants gather in a circle. Use a small (and soft) ball that is tossed from person to person. The person catching the ball offers an idea and quickly tosses the ball to someone else. Appoint a note taker that isn't participating in the ball toss.

You might consider brainstorming ways to accomplish your staff goals. For instance, ways to get more students into the yearbook.

Inside out/Outside in

The Outer Circle/Inner Circle brainstorming activity will turn the staff inside out in its quest for creative ideas. Use the activity to brainstorm both verbal and visual ideas. Verbal brainstorms include headlines, stories, quotes, etc. Visual brainstorms include design, type, graphics, etc.

- Divide the staff into groups of 10-12.
- Half of each group creates an inner circle; the other half forms an outer circle.
- Give the students on the inner circle a concept to brainstorm.
- The outer group members are the scribes. They don't talk; they listen and write. On the left side of the paper, they write what they hear. On the right, they write what they think.
- After the first group finishes the third round, the two groups trade places. Inner goes outer, and outer becomes inner to repeat the process.
- When the process is completed, all ideas are turned over to the person in charge of the spread.