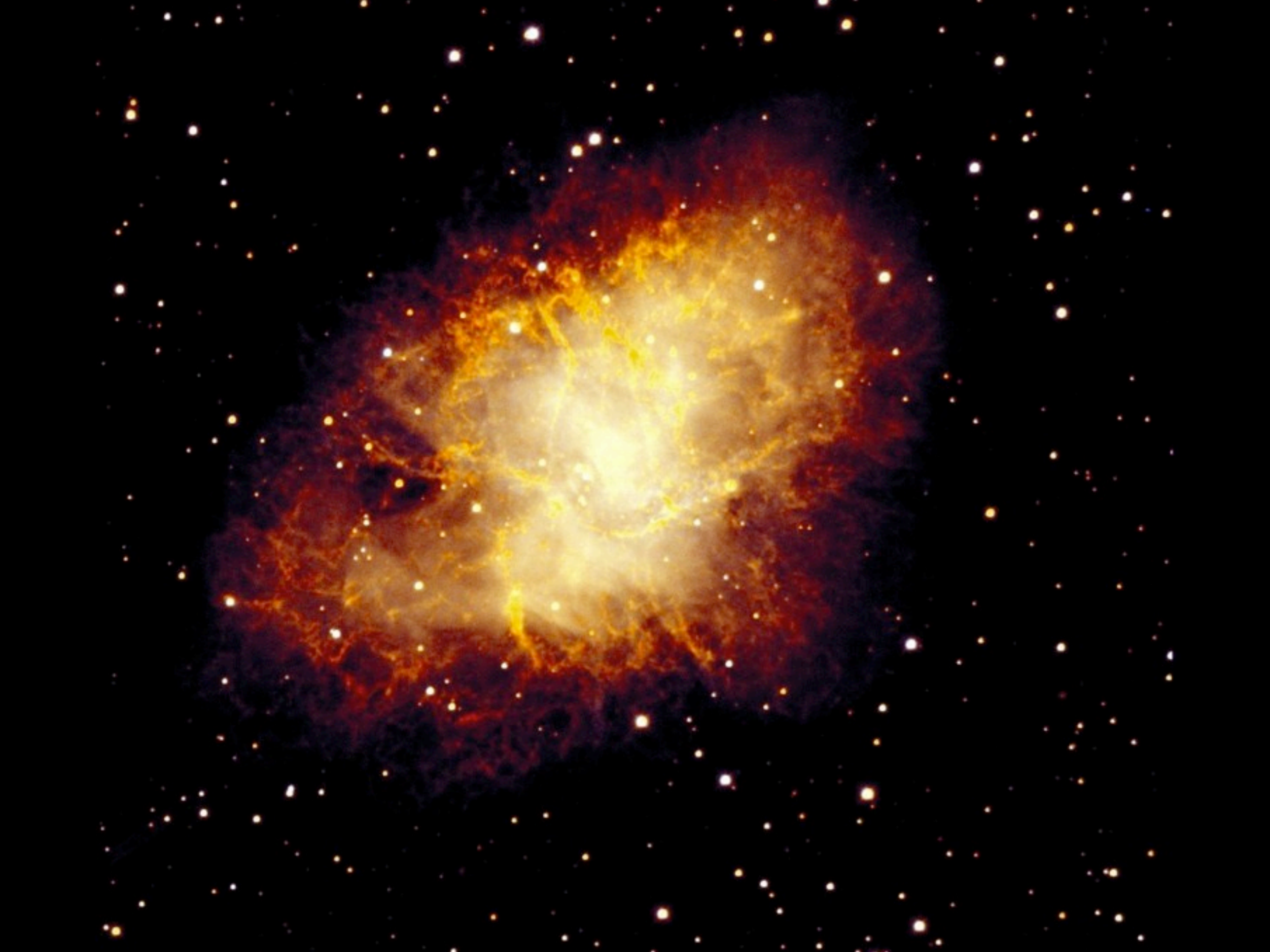
IDEA ENGINEERING

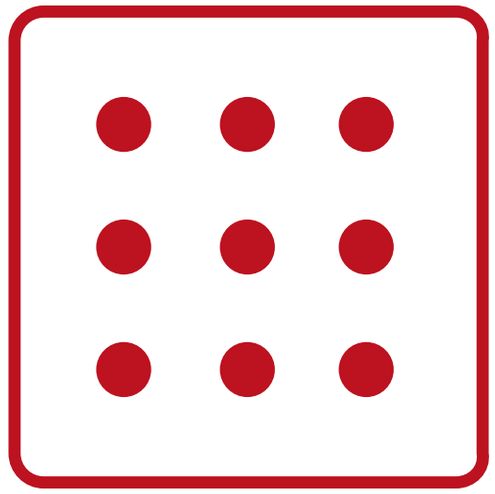
Estudio 2 . Departamento de Diseño

Annelie Franke . Universidad de los Andes 2013

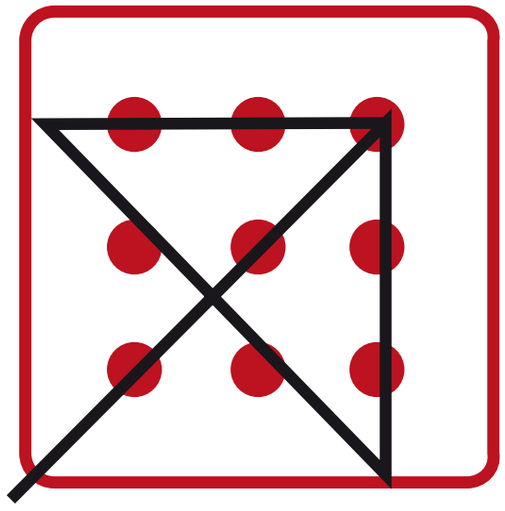
- **creativity !?**



MAGIC
POTION



2 min



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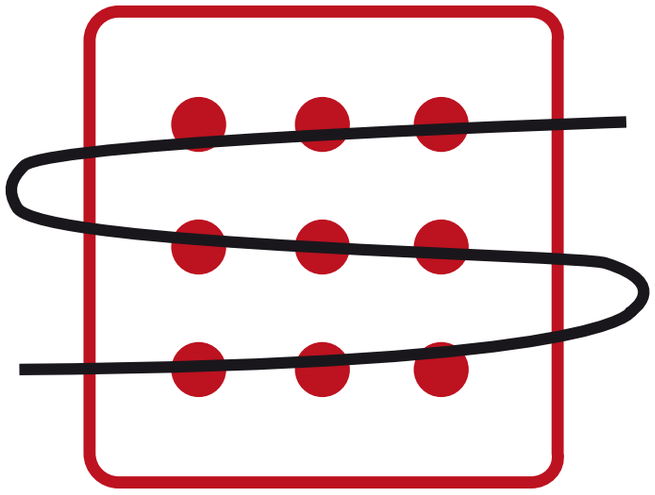

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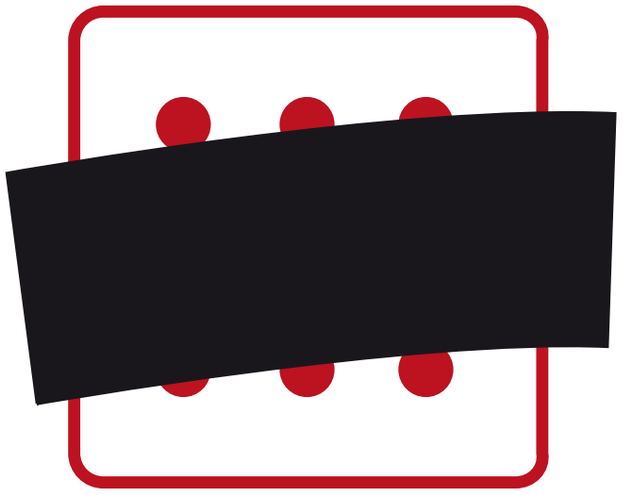

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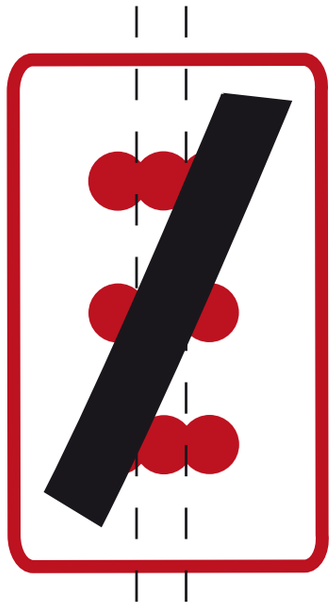

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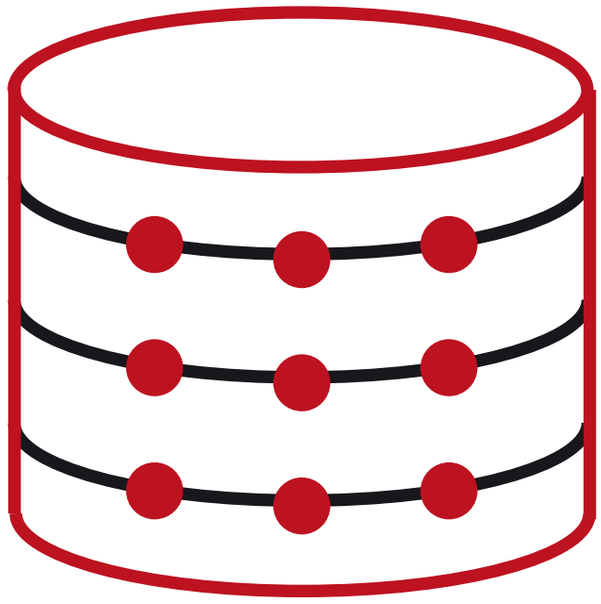

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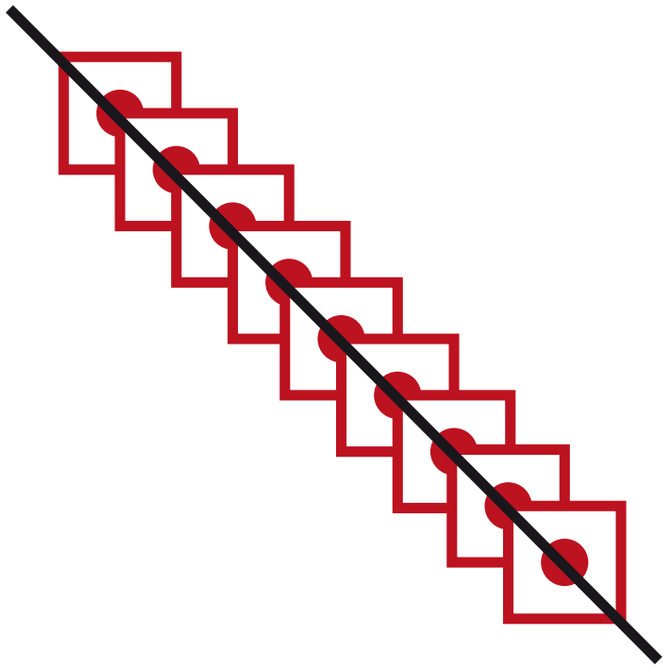

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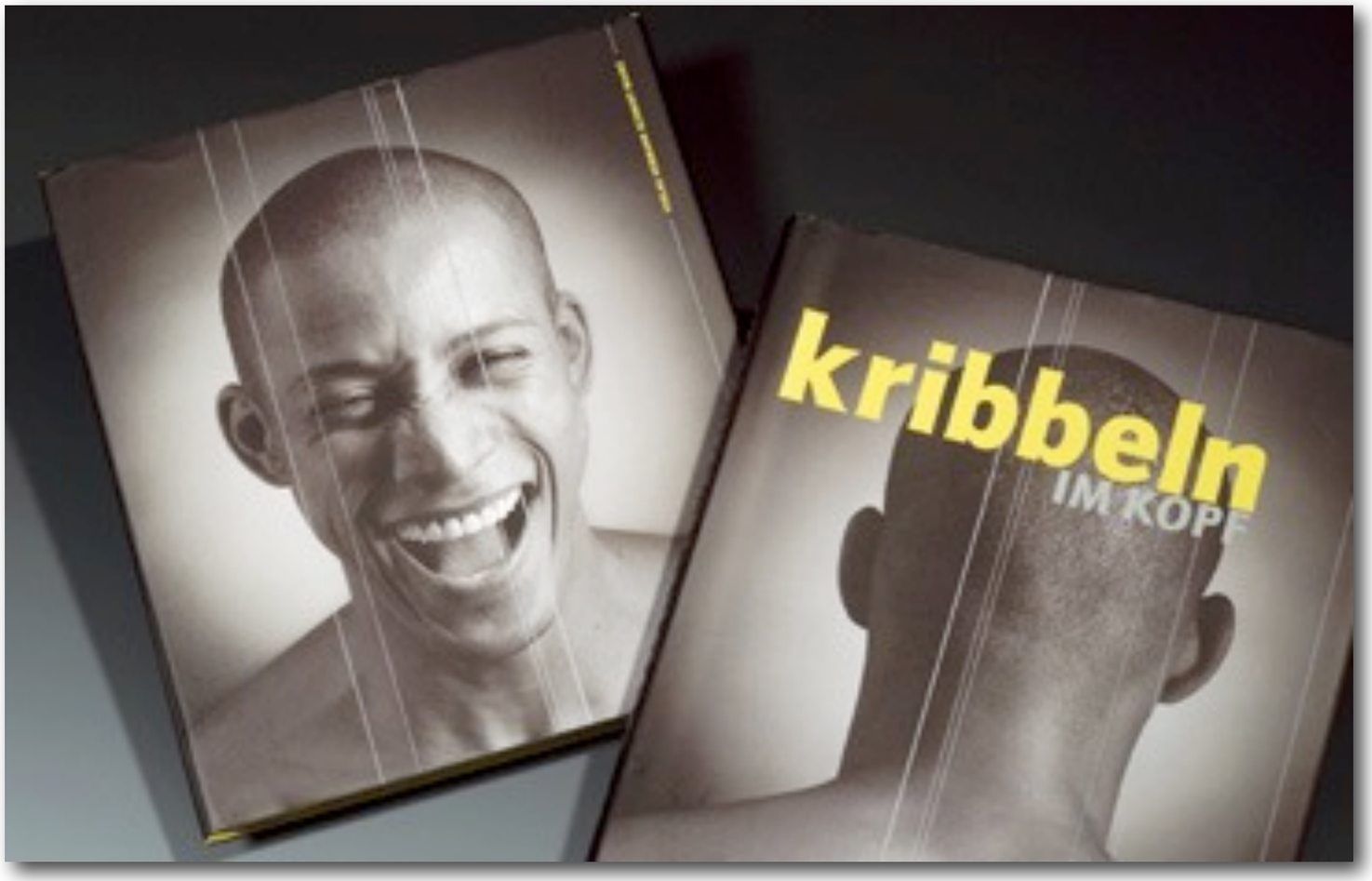

kribbeln
IM KOPF

. dreamteam rules of the creative process (mario pricken 2001)

1. a motivating briefing
2. use the 5 senses
3. clear objectives
4. separate the phases of creation and evaluation
5. avoid killer of ideas
6. visualization of ideas
7. development of ideas

. dreamteam rules of the creative process (mario pricken 2001)

8. find the positive in the ideas of the others
9. enjoy mistakes and failures
10. persistence
11. develop the sense of humor
12. take a rest before evaluation
13. selection of ideas
14. implementation of ideas

. kickstart a tool catalogs (mario pricken 2001)

1. without words
2. combine and connect
3. camparison
4. repetition and numeration
5. exaggeration
6. rotation of 180°
7. omission and insinuation
8. optical illusion
9. provocation an shocking
10. effect of time
11. change of perspective
12. persiflage and parody
13. symbols and signs
14. history around the product
15. invitation to play a game
16. absurd, surreal and bizarr
17. accept sth. at face value
18. change the product
19. alternative application
20. ambiguity
21. play with words
22. reframing
23. metaphers and analogies
24. to go beyond of scope of classic advertizing
25. alternitive forms of advertizing

without words

. mercedes . leo burnett london

without words

. volkswagen

without words

. hang . alfredo haberli

comparison

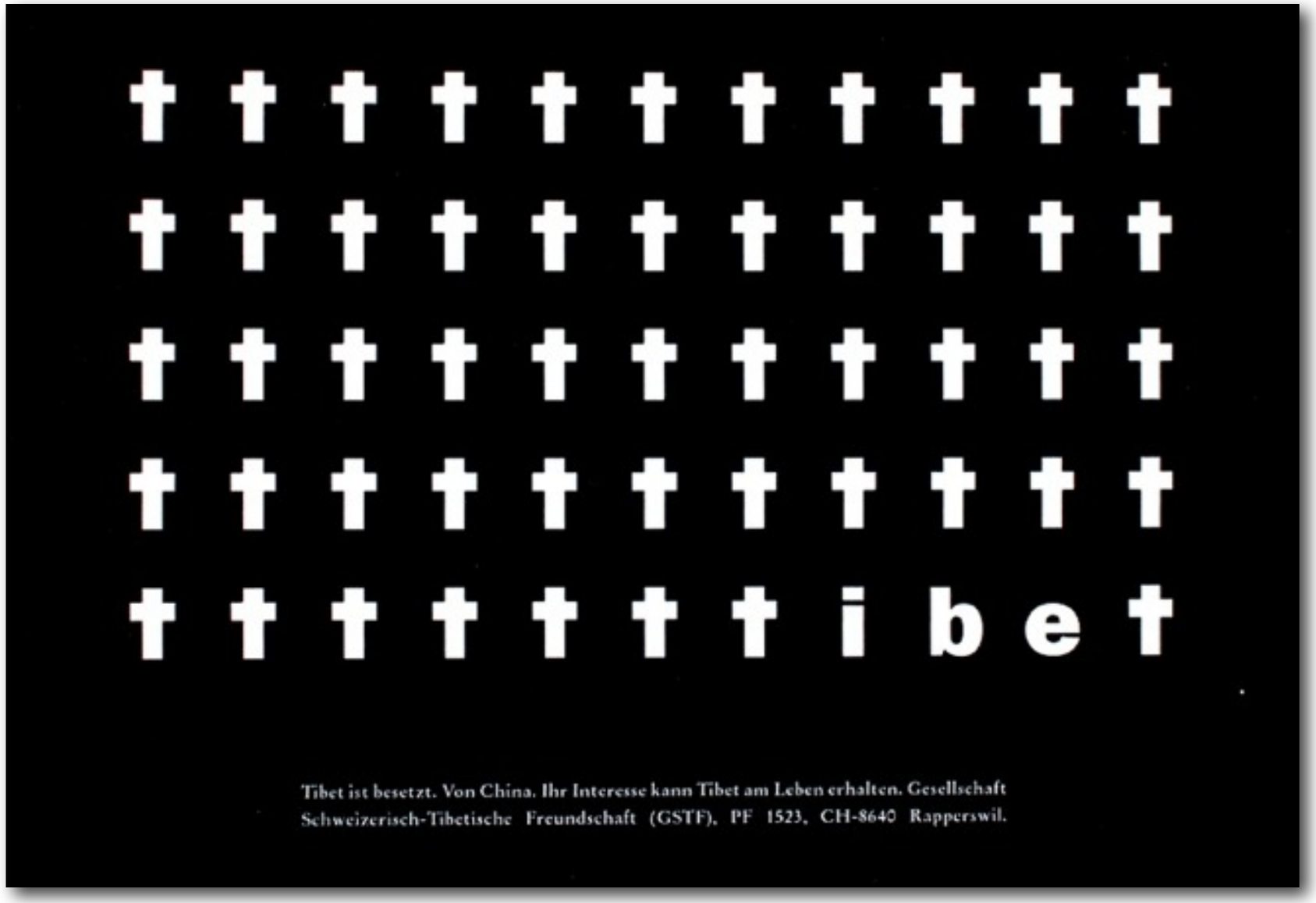
. el corte inglés . publicis barcelona

comparison

. cesar . bbdo sao paulo

repetition and numeration

. free tibet . euro rscg suiza



repetition and numeration

. Modular chair . Tiazzoidi & Eduardo Bernamour

exaggeration

. vw bus . ogilvy & mather sur africa

exaggeration

. pepsi light . bbdo düsseldorf

exaggeration

. weru

exaggeration

. Victor & Rolf

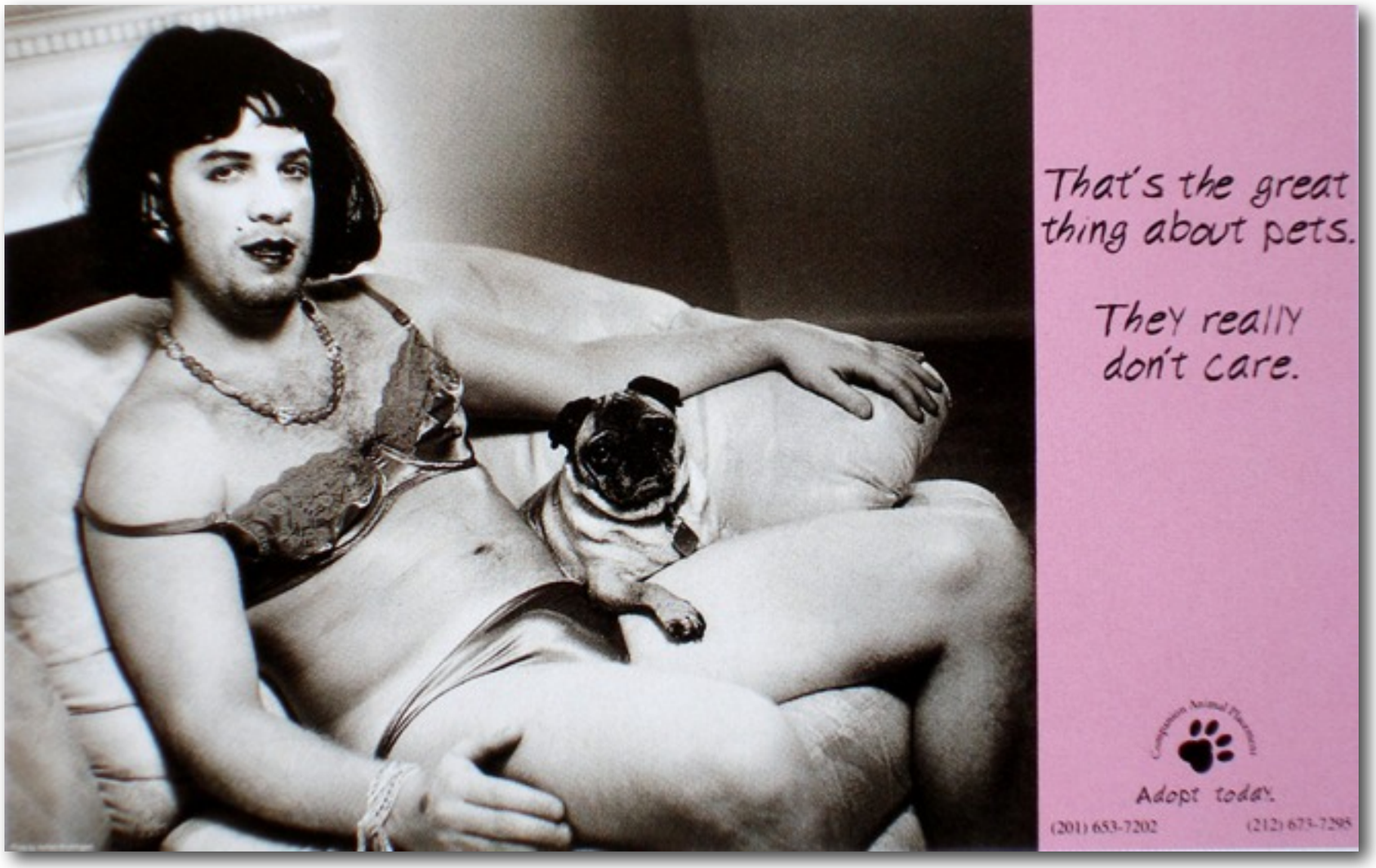
rotation of 180°

. heinz tomat ketchup . leo burnett paris

rotation of 180°

provocation an shocking

. adopt today . suburban advertising new jersey



provocation an shocking

. NOAH . heimat berlin

provocation an shocking

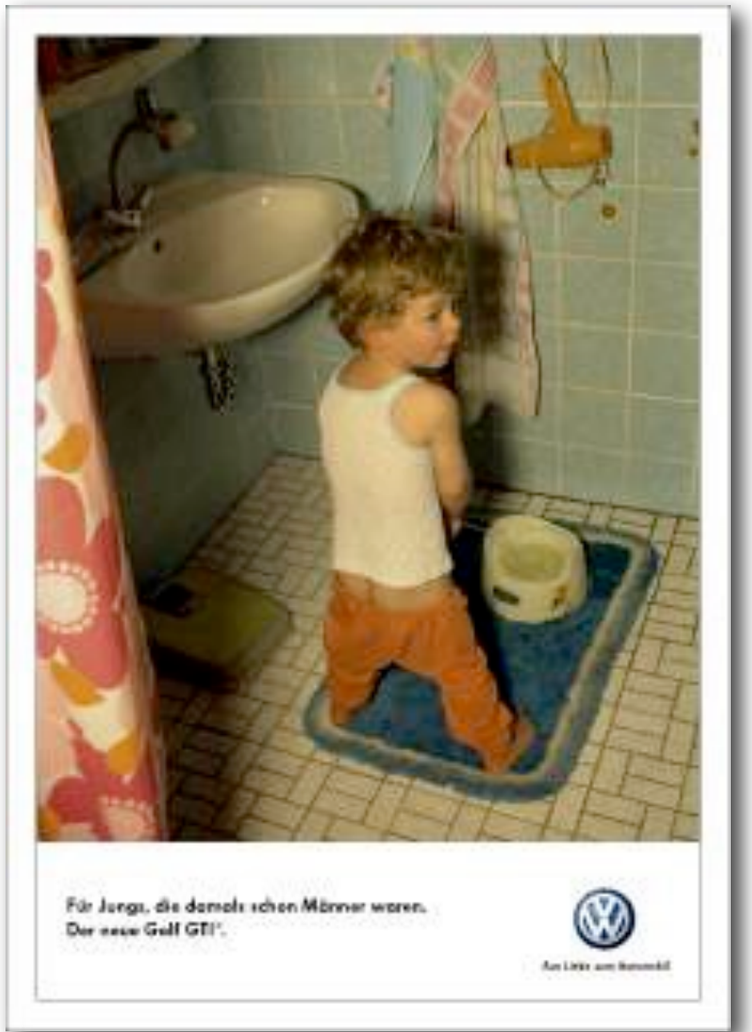
. Marcel Wonders . Malanga Design (Colombia)

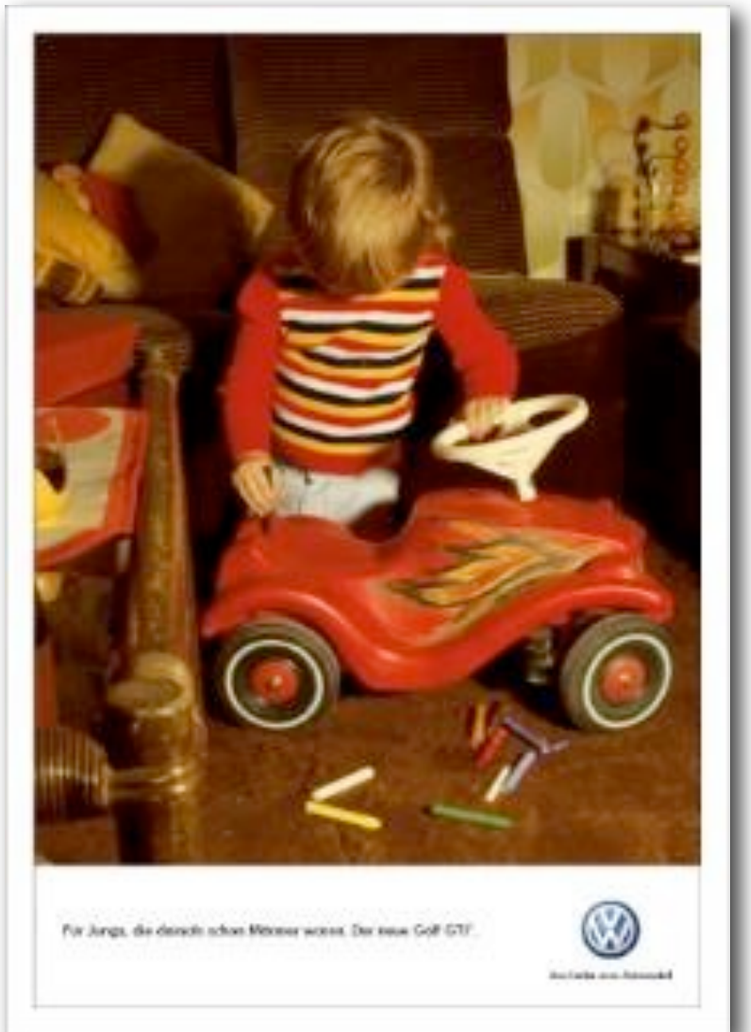
provocation an shocking

. asiento inodoro con alambre de puas . tapete de mortadella . Flachbild (Alemania)

effect of time

. volkswagen ag . ddb berlin

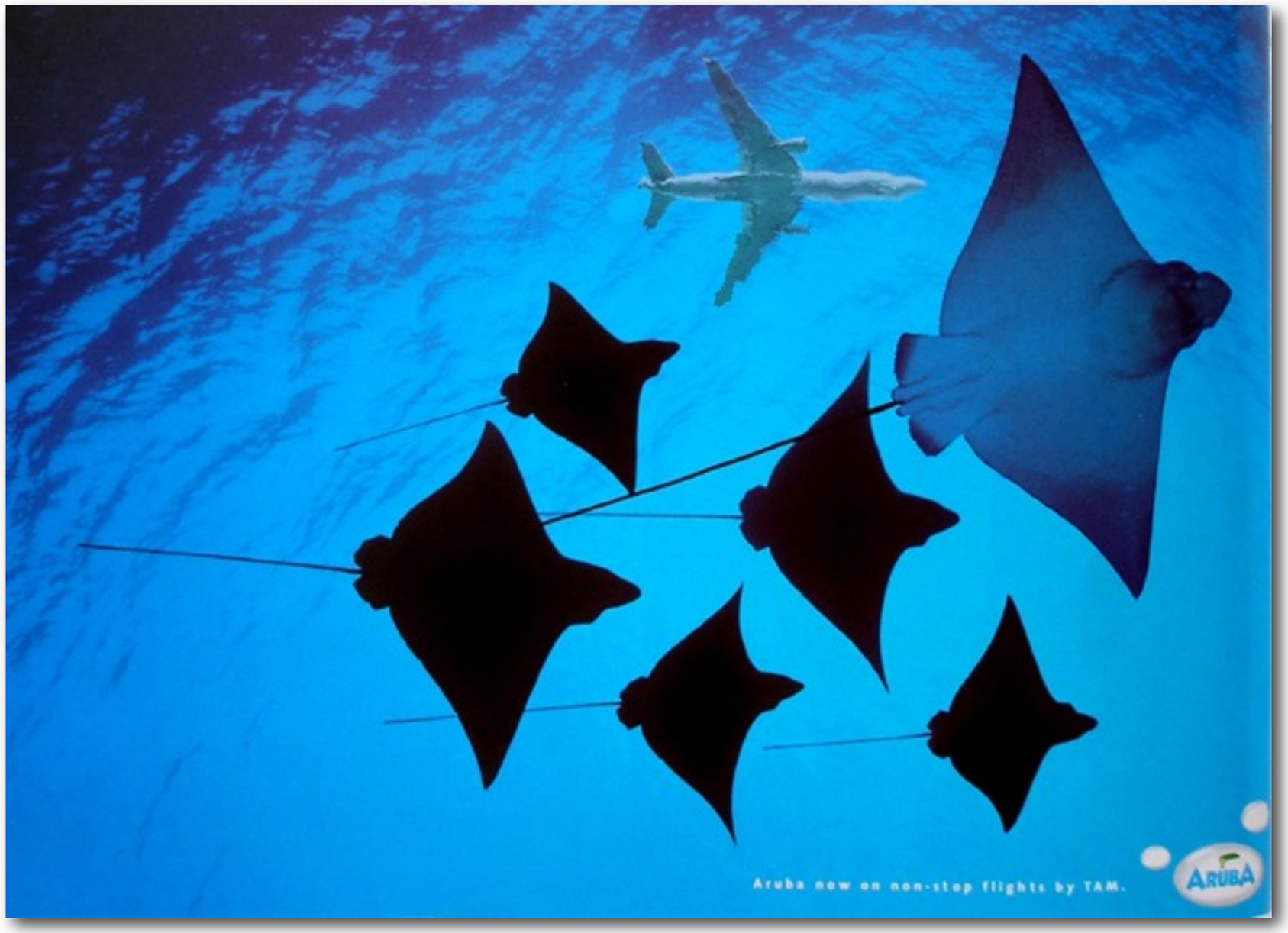




effect of time

change of perspective

. aruba . lew sao paulo



change of perspective

change of perspective

. tybso . colombia

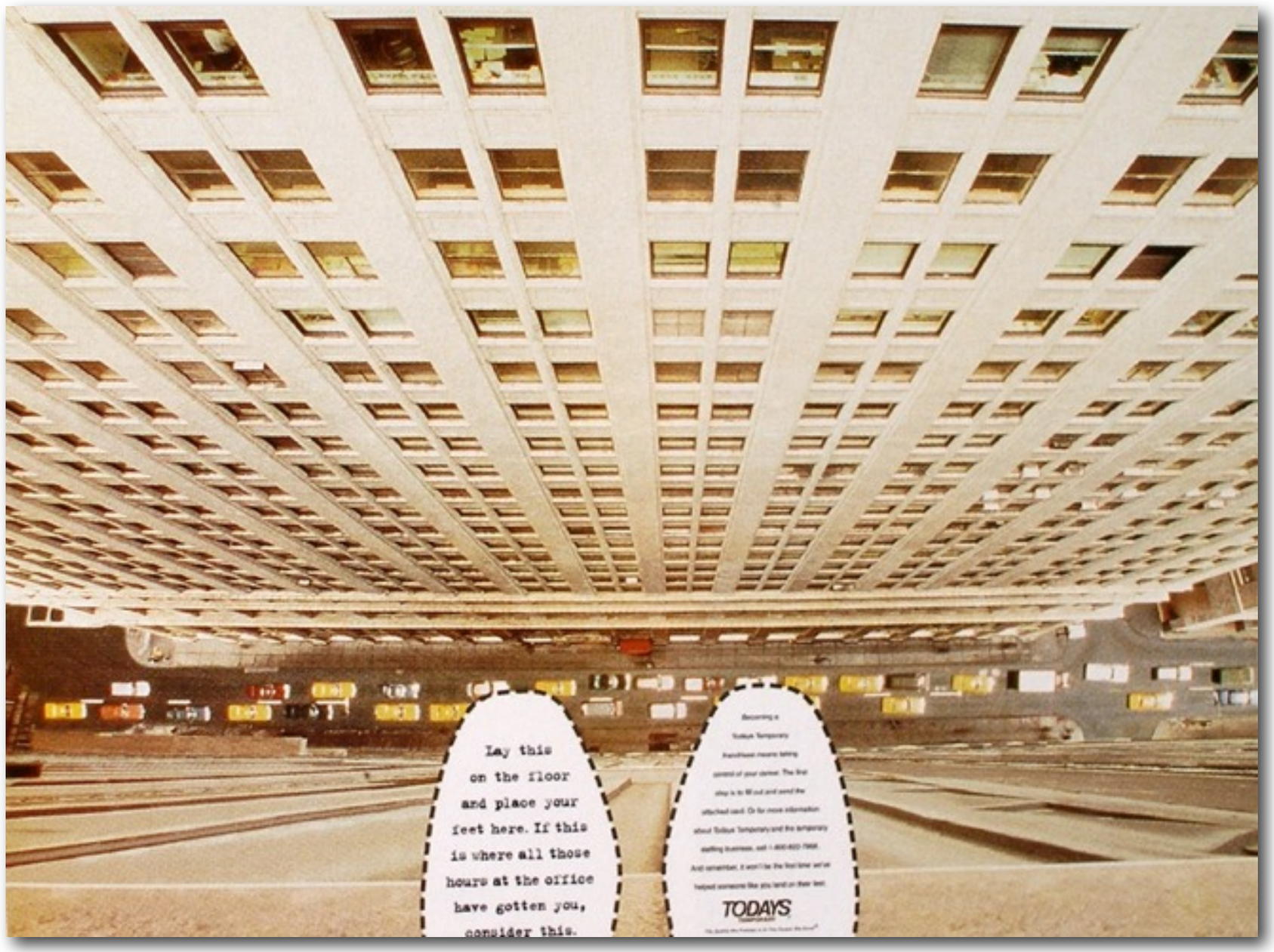
change of perspective

symbols and signs

. runner spoint . jung von matt hamburgo

invitation to play a game

. todays . gilliat paris dallas



invitation to play a game

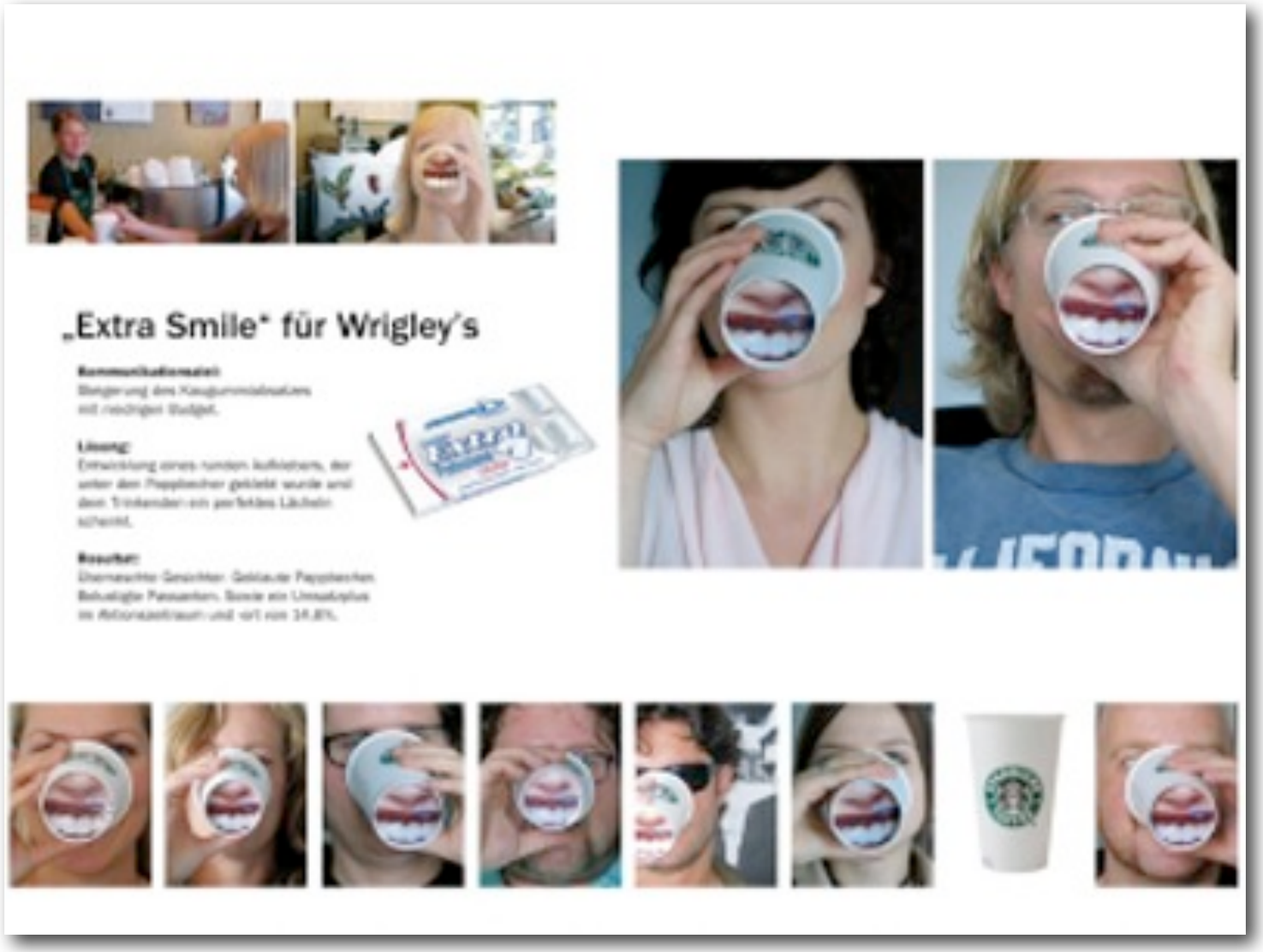
. Achille Catiglioni

invitation to play a game

. Bruno Taylor

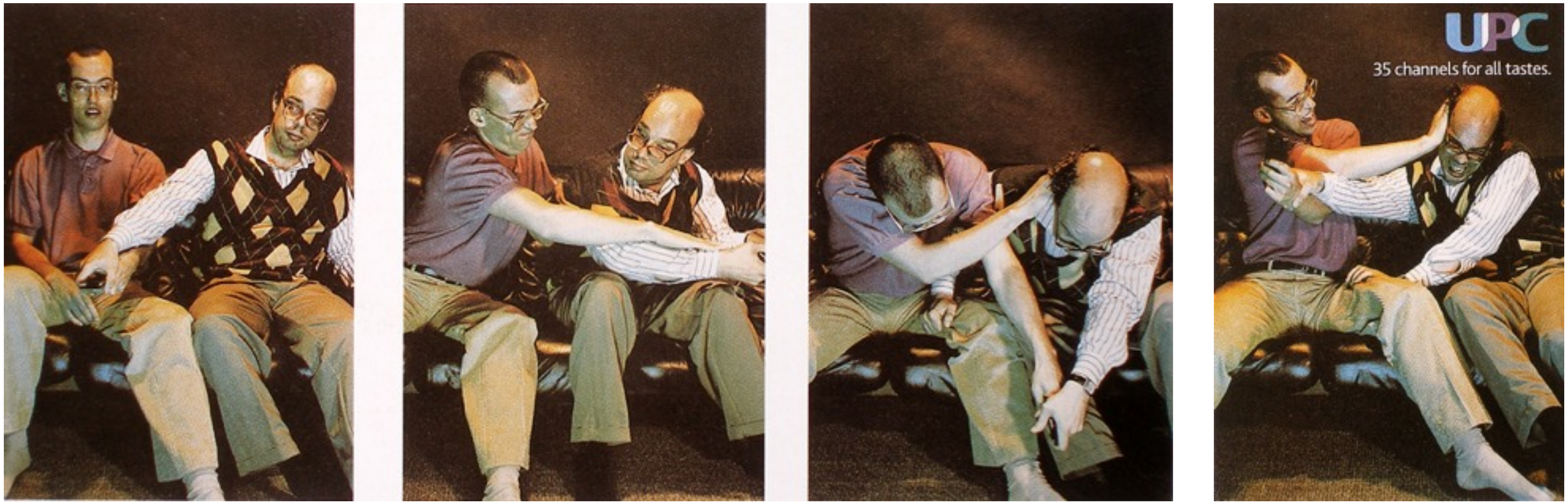
invitation to play a game

. wrigleys extra smile . bbdo düsseldorf



history around the product

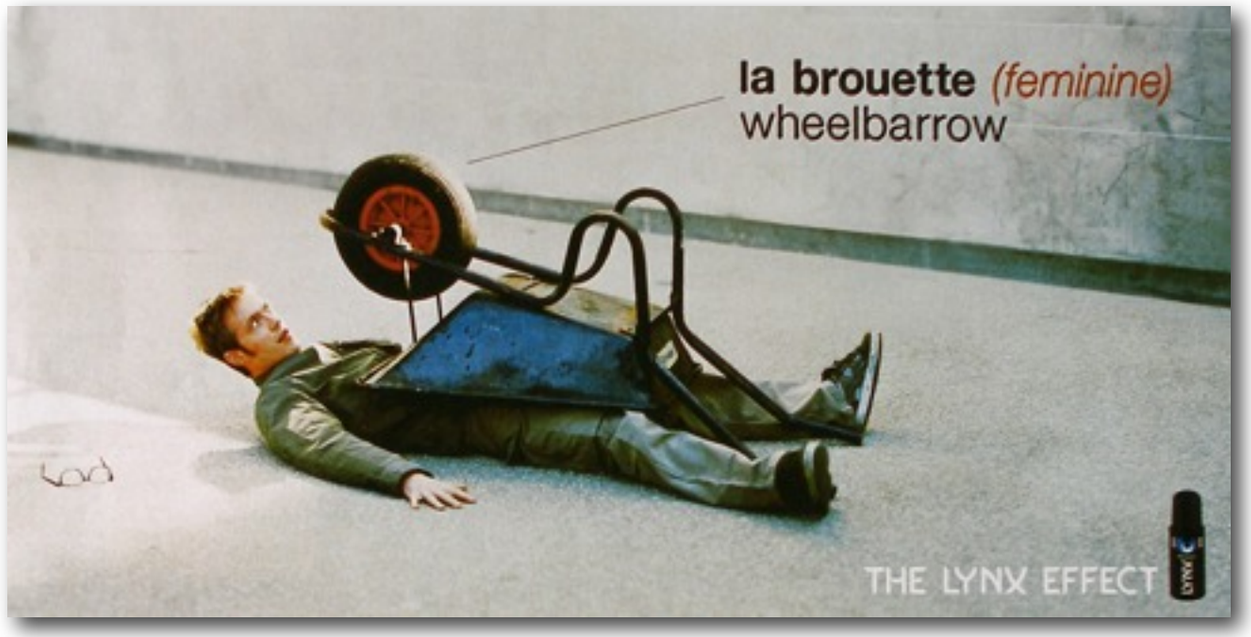
. upc . lowe brindfords estocolmo



history around the product

absurd, surreal and bizarr

. lynx / axe . bartle bogle hegarty londres



absurd, surreal and bizarr

. Alexander McQueen

absurd, surreal and bizarr

change the product

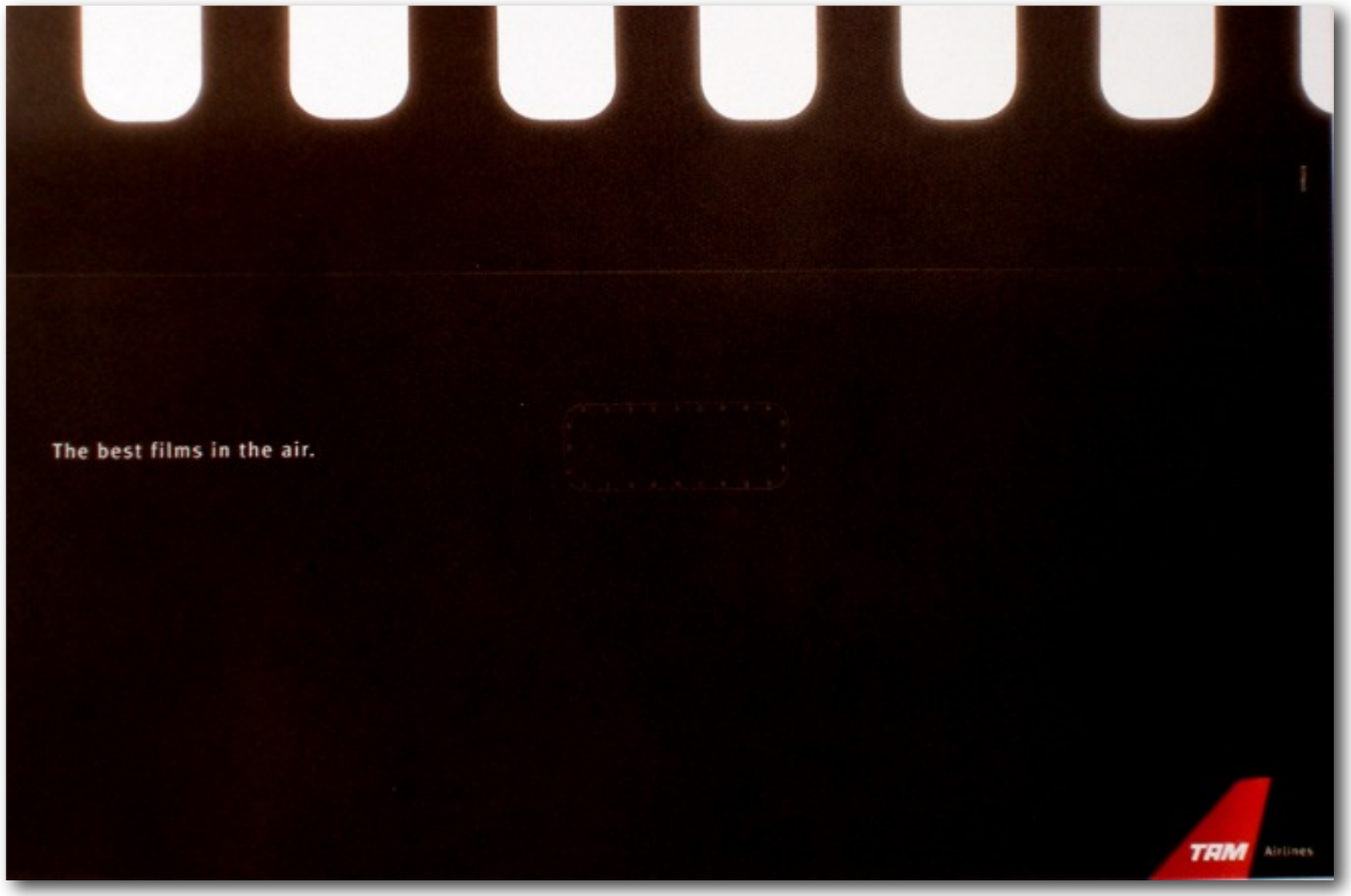
. fisherman´s friend . ogilvy & mather bankok

change the product

. fruit package . Natao Fukasawa

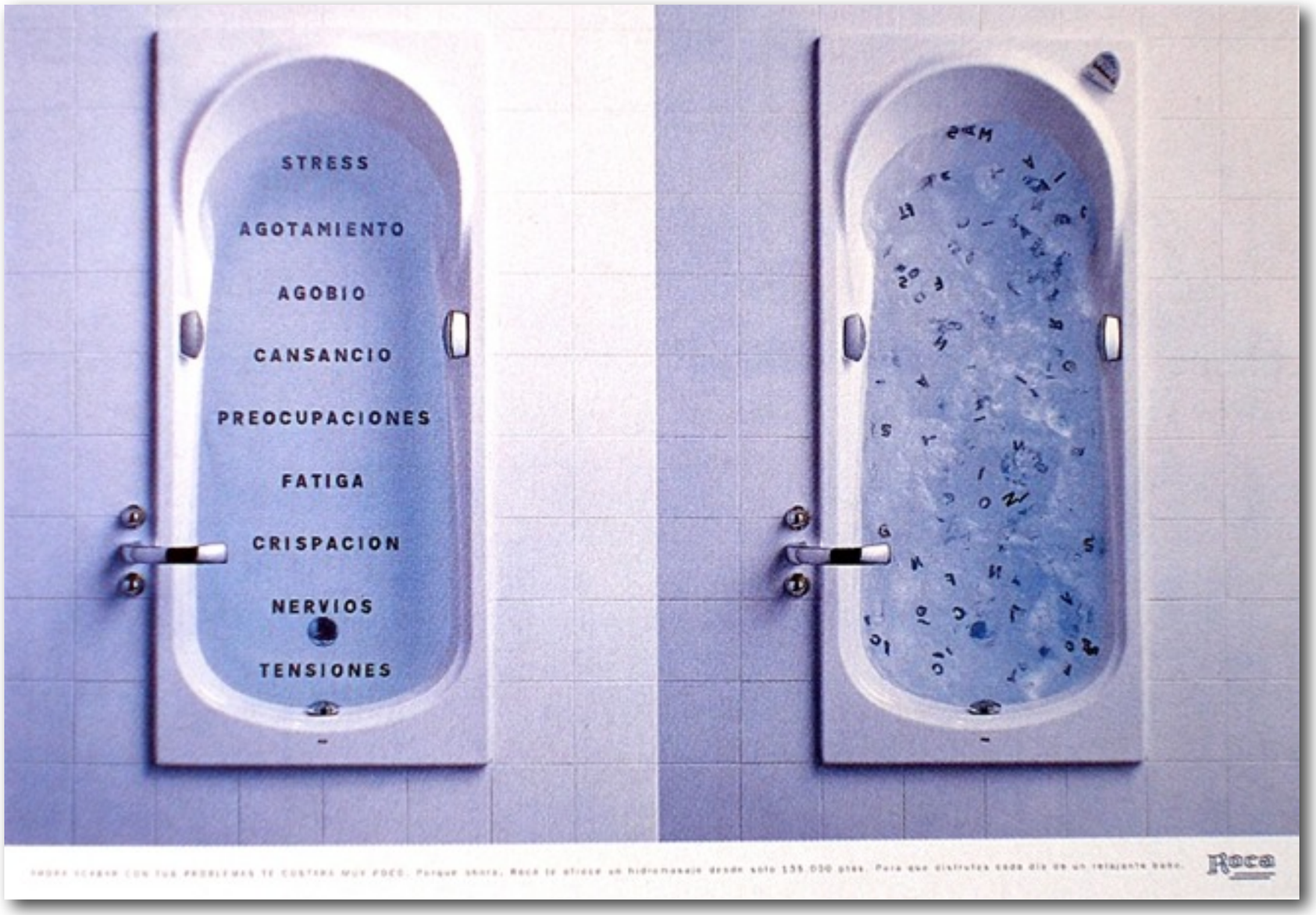
ambiguity

. tam airlines . dm9 ddb sao paulo



playing with words

. roca . casadevall pedreno & prg . barcelona



playing with words

.dhl alemania

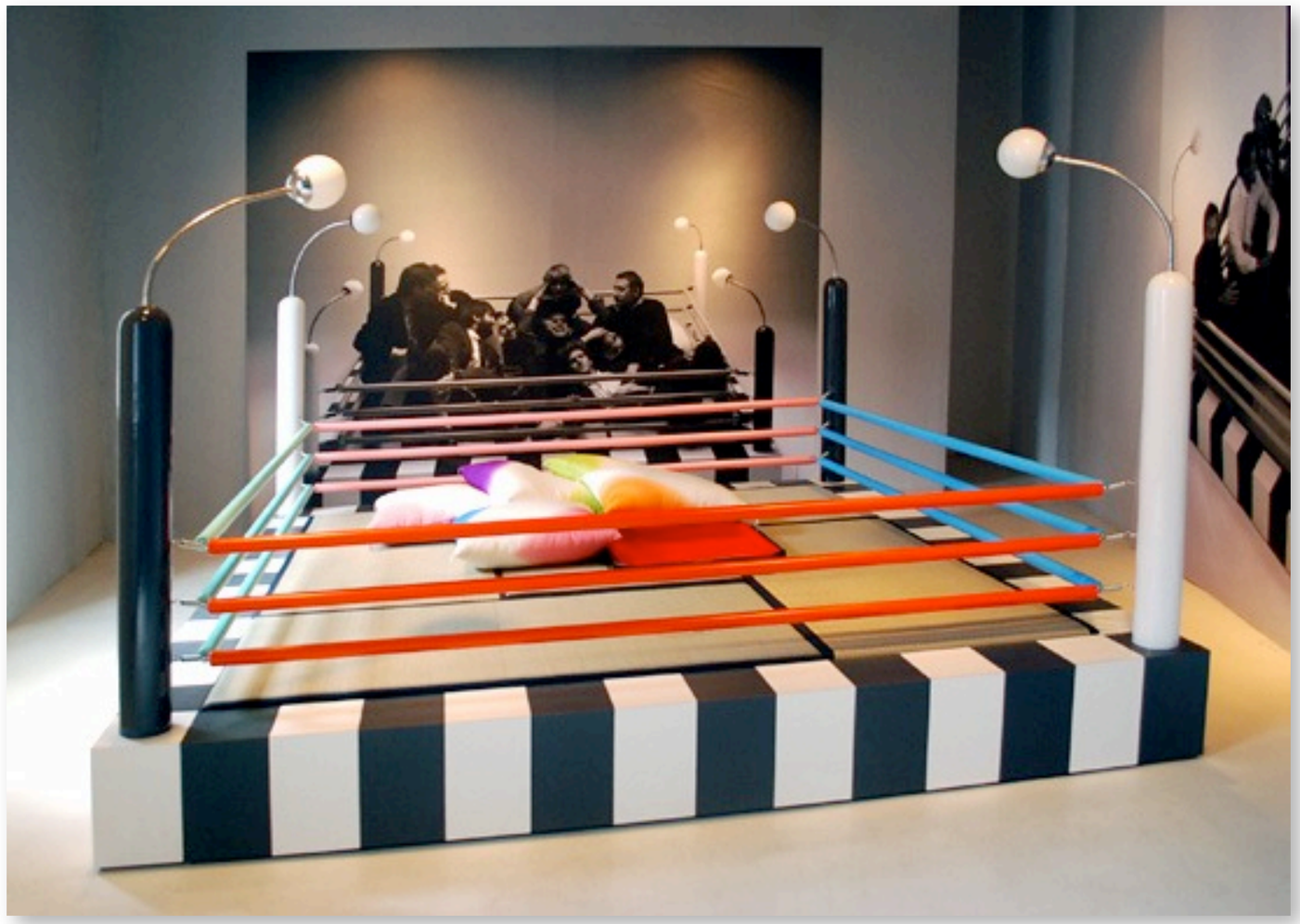
playing with words

playing with words

reframing

. durex . mcann erickson barcelona

reframing



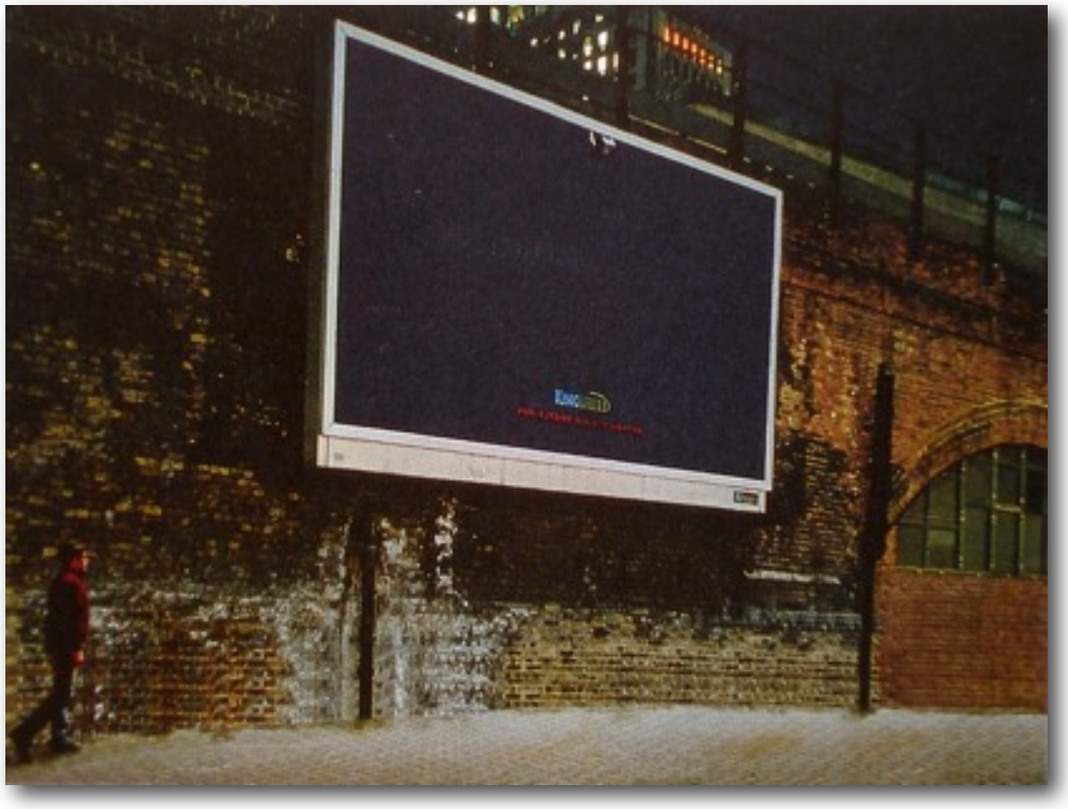
metaphers and analogies

. renault crash test . tv spot

metaphers and analogies

alternative media

. kinshield . bmp ddb ltd. londres



alternative media

. p.i.t. . jung von matt hamburgo

alternative media

. celosía . jung von matt hamburgo

alternative media

. smint international . tandem campmany guasch ddb barcelona

humor

. opaque tights

humor

humor

humor

humor

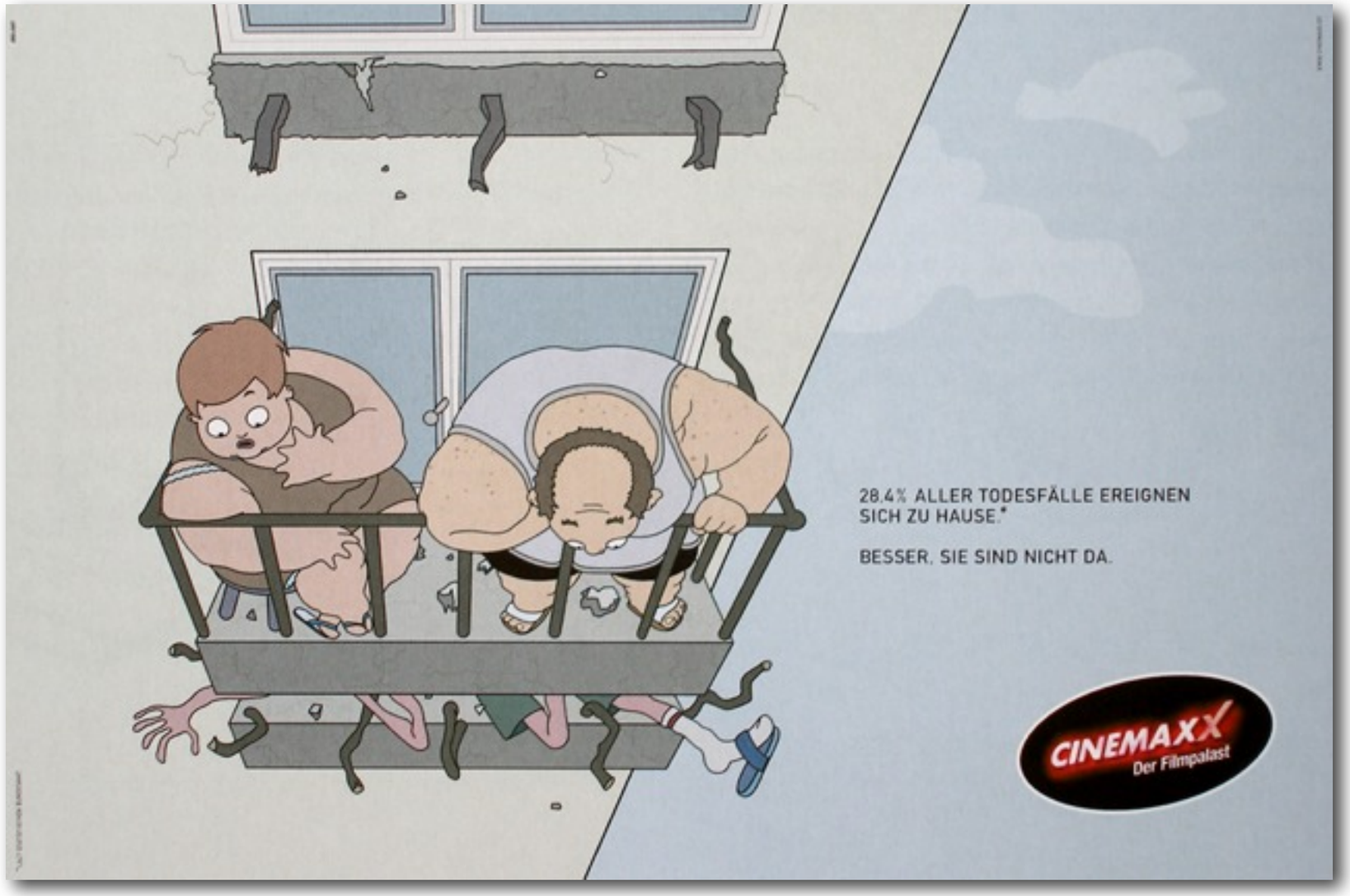
. rolo . lintas amsterdam

humor

. Tuborg beer

black humor

. cinemaxx . jung von matt hamburgo

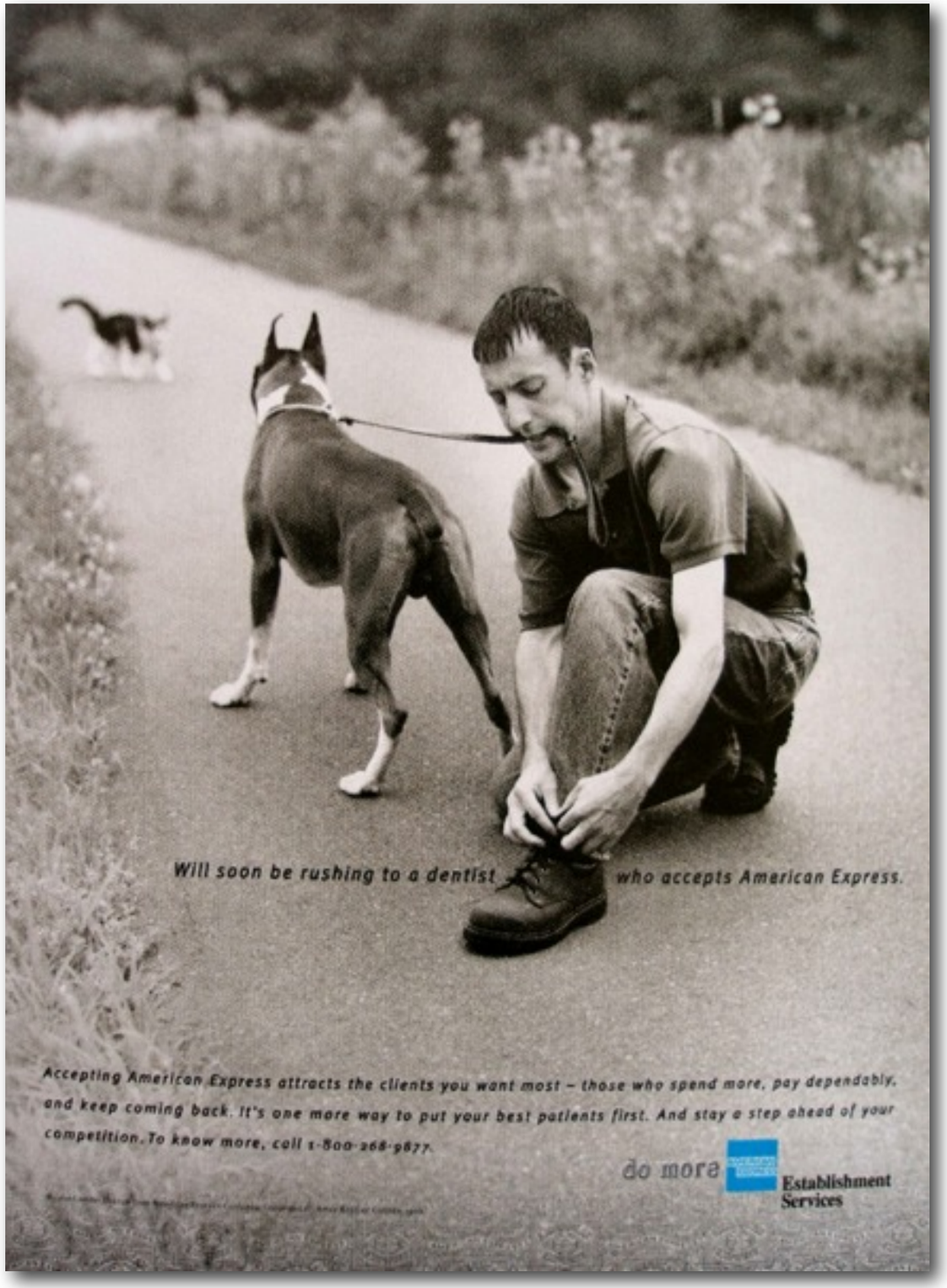


black humor

. cinemaxx . jung von matt hamburgo

black humor

. american express . ogilvy & mather



black humor

black humor

. fiat campaign

. thanks

publicidad creativa . mario pricken

http://manualthinking.com/methods/manual-thinking-osborn-checklist/

http://www.innovaforum.com/indice.htm

http://en.wikipedia.org/wiki/Design_thinking

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