

visual puns

innovation labs at the dalí

all ideation sessions can be improved with a warm-up, and if you or your team is game to try a little drawing, then this exercise serves as a fun way to get your creativity sparked and your mind engaged.

the premise is simple: take one of the phrases below and think about how you might depict it not in a realistic way but in the way suggested by the meaning of the individual words (e.g., air guitar would not be a person pretending to play guitar but perhaps a guitar with wings) and then draw a quick sketch. to make this work optimally, set a time limit so that people do not get too involved in trying to perfect the sketches but, instead, just do enough to transmit the idea.

angelfish
dress shoes
eyeballs
hand luggage
wallflower

tips: if doing this with a group, you might turn this into a game by having each person receive one prompt and then after everyone has completed a drawing, have the group guess what is being depicted.