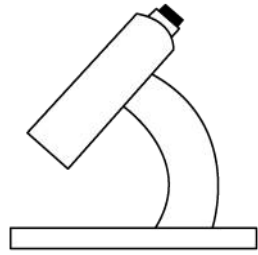
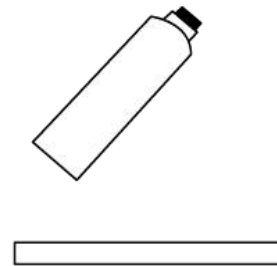


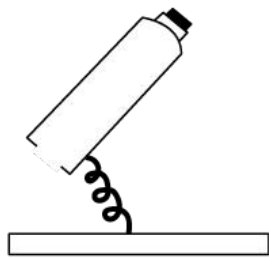
Eliminate and Create



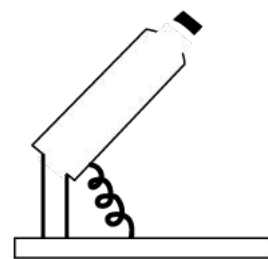
Step 1: A hand-drawing of an object is given to a group of people.



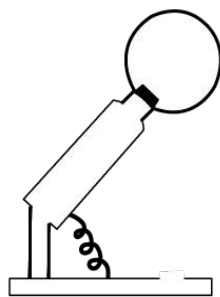
Step 2: The first member of the group erases 'a part' of the drawing and passes the sheet to the second team member.



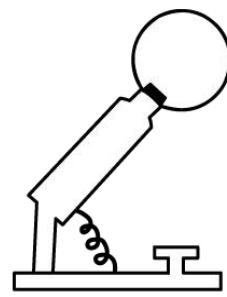
Step 3: The second member draws something from the missing part and then erases 'another part' from the drawing. The sheet is now passed to the third member.



Step 4: Similarly, the third member draws from the erased part and then erases a new part, and then passes it to the fourth member.



Step 5: The sheet is passed around till all the members get a turn to draw / or equal turns to draw.



Step 6: The final drawing should be a useful object or an invention!

This is a simple design exercise to build lateral thinking, team work and creativity. The exercise is to be conducted in groups with 4-6 members.

Note

1. The entire exercise is done in a transparent manner where each group member can see what the other group members are doing. But, they cannot speak/gesticulate to each other.
2. The instructor may choose a theme (e.g. education, science, animals, etc.) or decide to give any object as a starting point/ initial drawing. Please note that the drawing has to be hand drawn and not a print-out as the team members have to erase and add in the drawing.
3. Remember, the person who begins the task does not add anything new to the drawing.
4. All changes may/ may not be a useful addition to the updated drawing.
5. The last member to draw only adds something, and does not erase further. The final drawing should be a useful object or an invention!

Background

Idea generation is a key stage in design thinking and research suggests various strategies to help generate creative ideas which may lead to innovations. Brainstorming is one of the creative thinking methods used for uninhibited generation of ideas, especially in teams. It is typically an exercise where team members verbally share ideas and discover the design solution space together. Cross (1997) suggests combination (combining different ideas into a solution) and mutation (modification of the form into a new solution) as some of the methods which aid in creative design process. However, novice designers often face challenges in successfully using these strategies and exploring possibilities which lead to original ideas (Cross, 2004).

The “Eliminate and Create” group activity is a visual variant to the brainstorming method with a goal of developing creative design by building on each other’s ideas. Through this exercise, team members interpret and reinterpret ideas with each modification made to the initial drawing. As team members erase and add new elements to the drawing, they develop lateral thinking (deBono, 1990) which is an integral skill of design ideation. Such activities can provoke imagination and group thinking by bringing together unrelated ideas to form something totally different from the initial idea.

References:

- Cross, N. (1997). Descriptive models of creative design: Application to an example, *Design Studies*, 18, 427-440.
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- de Bono, E. (1990). *Lateral thinking: Creativity step By step*. New York: Harper Perennial.