

## **BISOCIATION HOMEWORK ASSIGNMENT #2**

### ***An Introduction to Bisociation***

#### ***Making Connections***

**You are an entrepreneurially minded engineer, trying to come up with a product or service that is going to reinvent the air travel industry.**

**Task 1.** Identify one related stimulus (image/photo) and paste it into a Word document. (Make sure to label this as “Task 1” or “Related Stimulus”. Underneath of the stimulus image, create a stimulus chart similar to what we had done in class but using any column headings that you wish to. In the chart, list all of the things that you observe or think about when you look at this particular stimulus,

**Task 2.** Underneath the stimulus chart, bullet point at least 10 design ideas that this stimulus table has inspired relative to coming up with an idea for the air travel industry. Next to the one design idea that seems to be the biggest jump from the stimulus to air travel, write a brief sentence or two about how the connection played out in your mind.

**Task 3.** Identify one unrelated stimulus (image/photo) and paste it into the Word document following Task 1 and 2. (Make sure to label this as “Task 3” or “Unrelated Stimulus”. Underneath of the stimulus image, create a stimulus chart similar to what we had done in class but using any column headings that you wish to. In the chart, list all of the things that you observe or think about when you look at this particular stimulus,

**Task 4.** Underneath the stimulus chart, bullet point at least 10 design ideas that this stimulus table has inspired relative to coming up with an idea for the air travel industry. Next to the one design idea that seems to be the biggest jump from the stimulus to air travel, write a brief sentence or two about how the connection played out in your mind.

**Task 5.** Write a one paragraph reflection about which idea you think should be pursued and why. Specifically address whether this is an idea that came from related or unrelated stimulus, and which you think would be most helpful to use in the future.

### **DELIVERABLES**

#### **Submit the (typed) Word document you prepared on Isidore**

Grading for these deliverables is out of a total of 60 points and will be based on completion of the tasks, number and depth of items listed on your stimulus list, and overall quality and thoughtfulness of your deliverable. Individuals earning the highest grades on this assignment will have demonstrated an outstanding effort and thoughtfulness on this assignment, listing multiple stimulus categories as headings for their stimulus table, including a wide range of items in their stimulus list (especially those non-obvious), and including in-depth reflection on interesting and thoughtful connections they had made between the stimulus list and each of the items presented. Highest scoring papers will look and read professionally, being nicely organized and well edited.