

BISOCIATION HOMEWORK ASSIGNMENT #1

An Introduction to Bisociation

A Chance to Practice Describing Stimulus

Task 1. Examine the Stimulus photo below of the children playing soccer. In a Word document, create a “Stimulus Table” similar to the one we completed in-class. First decide on what headings you will use – include at least one that is different than what we used in class. Then fill in the table based on what you observe/think about when you look at the Stimulus photo.



Image From: <http://www.camaspostrecord.com/news/2010/jul/20/palodichuk-inspires-young-soccer-players-camas/>

Task 2. You do not have to use the bisociation to go through actual ideation, coming up with specific design ideas; however in your Word document under the table briefly discuss at least one connection you could make between one or more items on your stimulus list and each: 1. A cellular phone, 2. An apple orchard, and 3. A cowboy hat.

DELIVERABLES

Submit the (typed) Word document you prepared on Isidore

Grading for these deliverables is out of a total of 30 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 would make between the stimulus list and each of the items presented. Highest scoring papers will look and read professionally, being nicely organized and well edited.