



## THREE SITES TO INSPIRE CREATIVITY

There are dozens of internet sites that inspire creativity... And plenty of ways to use them! If you accept the definition of creativity as being 'looking at things from new perspectives', then you may already appreciate the importance of just letting your mind wander and be stimulated by new things...

We're not saying, however, "Need a new idea? Have a look at a website and help yourself!" Rather, that a great way to stimulate new thoughts is to simply make time to browse things with which you're unlikely to be familiar –and ask yourself some questions. This technique helps you do that in straightforward ways. There are three sites in particular that we like to use – but before we get to them, here are a couple of ways to make them more useful.

### **Just look:**

If you're fortunate enough to have the kind of mind that sees a new view, concept or invention and immediately produces original ideas, just browse these sites whenever's convenient. They're so diverse, and so simple to look at that some people find inspiration almost effortlessly.

### **Ask yourself..**

A less passive approach involves asking yourself why some of the stuff that's on these sites got invented. Ask yourself what other things could achieve the same goal! Use the 'What if?' and 'Opposite' techniques to put a spin on the things you're seeing... And make plenty of notes – see our Info Sheet on 'Notebooking' if you want to know why this is important.

### **Problem solve:**

Have a specific need, question, challenge or creative project in mind when you start looking. No matter how irrelevant it seems, keep trying to connect the stuff on screen with what's in your head! Keep connection attempts loose and fluid, and ask yourself what needs to change about an idea for it to become useful. This can be particularly effective when combined with the next approach.

### **Leave it:**

Regular readers almost certainly recall the importance of 'Priming'... That is to say, giving your mind something on which to work before switching your attention to something else... And then returning to reconsider the thought! This works wonderfully when you just browse the sites. Take a look. Take a break. Take some time to be creative!

## THE THREE SITES WE USE!

### **Kickstarter**

The world's largest crowd-funding site! This lets you explore hundreds and hundreds of new ideas that people are developing. Keep in mind that they're all trying to raise money as well, though: be generous to anyone whose work inspires you!

### **Gizmodo**

A design and technology blog. Full of gadgets, technology and – well, gizmos! Just scrolling and exploring the site from time to time lets you see all sorts of new things.

### **Stumbleupon**

This is sort of like a personalised search engine! Stumbleupon lets you set the parameters of the kind of things you find interesting, then shows you pages from websites it 'thinks' are relevant. You can spend hours on this site alone.

*"The end result has exceeded expectations and reaffirmed DMI's standing as a professional, high-end production company with outstanding values." Lesley Singleton, Playtime PR*

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