

DIVERGENT TECHNIQUES

WHAT

- An ideation mode which designers use to widen their design space as they begin to search for potential solutions

WHEN

- Deviate from the standard problem-solving techniques used in schools. Creative thinking is needed to solve problems

WHO

- The theory of divergent thinking was developed almost entirely by two people, J. P. Guilford (1968) and E. Paul Torrance (1995).

WHY

- Generates New Ideas and Possibilities. It allows people to open up their minds, think in an open-minded way, and see things from a new perspective

WHERE

- Students : They can use when they are stuck with a math problem, they can use divergent thinking to find the right answer
- Business : people want to come up with novel ideas for their business, they should use divergent thinking

HOW

- The goal of divergent thinking is to generate many different ideas about a topic in a short period of time. It involves breaking a topic down into its various component parts in order to gain insight about the various aspects of the topic.

REFERENCE

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CREATIVE THINKING CONVERGENT TECHNIQUE

01

WHAT?

Convergent thinking is an ideation mode which designers use to analyze, filter, evaluate, clarify and modify ideas they have generated in divergent thinking.

02

WHY?

You can narrow down large numbers of possible solution by logically analyzing all option and comparing each possibility against real-world constraints and established criteria

03

WHO?

Joy Paul Guilford
As the opposite of divergent thinking.

04

WHEN?

best suited for task that involve logical opposed to creativity

05

WHERE?

Occurs when the solution to a problem can be deducted by applying established rules and logical reasoning

06

HOW?

Useful for focusing and analytic effort

1. Grouping
2. Prioritizing
3. Filtering



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