

Activity 4.1



Turn brainstorming into idea thunderstorms

Whether your staff is considering theme ideas, story topics, story angles, headline concepts or graphic design strategies, brainstorming can help! Quality ideas result from being able to choose the best of the best. That's where brainstorming comes in.

While there are lots of brainstorming exercises you can use, start with this one to get everyone involved and to organize your ideas in a practical, useable way.

Step One: Bring a package of sticky notes that reflect your personality. Use the sticky notes as a way to share something about yourself and to get to know others before starting the brainstorming session.

Step Two: Choose a single topic that you plan to cover in the yearbook: morning routines, for example.

Step Three: Focused on your topic, everyone should write a photo idea on one sticky note, and on another sticky note list three descriptive words that capture how you feel about getting up in the morning. Use creative words packed with imagery such as drowsy, cranky, bed head, etc.

Step Four: Choose a leader and take turns sharing the photo ideas and the descriptive words. Make sure everyone gets a chance to contribute to the list.

Step Five: On a large piece of poster paper, the leader organizes the sticky notes clustering them into like groups. For example, morning routines might have areas on waking up, eating breakfast, transportation to school, etc.

Save the ideas by securing the sticky notes on sheets of paper and filing them in an idea reference book for future consideration. The brainstormed words can be used for headlines, story leads and caption lead-ins. Photo ideas will help in the planning of more complete and creative coverage.