



How to find inspiration

“How to” Space





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There is nothing more uninspiring
than a blank piece of paper.



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See, that didn't inspire you,
did it?



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Discover creativity in all its applications

- Wander round the art gallery.
- Marvel at the graffiti by the train lines.
- Go to the ballet – yes the ballet – they know how to tell a great story.
- Join in the finger painting at the local kindergarten.
- Buy a comic book.
- Watch great comedy live or on TV.

Buy a new pair of shoes (Just for the box)

- Keep a shoebox for interesting thoughts, ideas, situations, people, sayings, funny things that happened to you.
- Once day they might inspire you with a great idea.
- If you don't like shoes, a file or even a blog works just as well.

Observe People

- Often the funniest, most believable stories come from real life. So be a spectator!
- Watch the oldies play bingo.
- See the drama in a crowded bus.
- Look around the restaurant. What are they celebrating and whose wife doesn't know?
- Cast your eyes around your class (as long as you not doing a test). What does your teacher see?

Have a sounding board

- Pick on someone whose opinion you value and sound out your ideas.
- It might be someone in your class.
- It might be a friend or family.
- It might be your pet rock.
- Even in advertising, creative people typically work as partners – a writer and an art director – to build better ideas by sharing ideas.





Strange things advertising people do when they are thinking

- Sleep – so keep a pen and paper beside your bed.
- Mow the grass – most parents will recommend this approach – the low level thinking it demands gives your brain time to incubate ideas.
- Have a warm bath – the negative icons inspire creativity. Besides, you're probably dirty from mowing the grass.

