How to find inspiration

“How to” Space
There is nothing more uninspiring than a blank piece of paper.
See, that didn’t inspire you, did it?
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 are 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.