

NAME YOUR IDEA

There is a lot to a name.

The Internet, wheel, television, radio, and infotainment were all words invented to describe something that was new to the world at the time. In many ways, the word that was invented to describe the new invention or concept helped define what it became.

The name your idea strategy forces students to name their final idea, and in the process, what it will be like.

DIRECTIONS:

Individually or in pairs, have students create names to describe their final solution.

For example, if students were working on a solution to getting their peers to live a more active lifestyle, names for their final solution could include "Fit Pressure" and "Active Support". The first name is a riff on "Peer Pressure" and emphasizes the role of peers in helping others become and remain fit. The second plays on the idea of a support group and underscores the idea that in order to stay active the support that one receives needs to be constant.

Have students discuss the names that they come up with and see if one resonates. If so, this will likely guide what components and ideas will go into their final solution.

