

Worksheet 1-Bic 4 color pen

Use these 15 prompts to brainstorm ideas with your teammate.

1. List 4 uses for the Bic 4 color pen that isn't just drawing or writing, be specific as possible
2. Come up with an idea that tells a story and the Bic Pen saves the day
3. Have an idea that makes the Bic 4 color pen the most important technological advancement of all time
4. Have an idea that makes the Bic Pen low fi cool or retro cool
5. Have an idea that doesn't show the pen at all
6. Have an idea that shows the person using it
7. Have an idea that starts with a negative situation, thought, observation, or truth
8. Come up with an all type ad
9. Have an idea that uses a macro view of the pen
10. Have an idea that uses a micro view of the pen
11. Come up with an idea that could have been written in 1970.
12. Come up with an idea that uses other 50 year-old things or people.
13. Have an idea that is a visual metaphor
14. Have an idea that is a visual simile (something that looks like something) see page 124
15. Have an idea that starts with "It's like..."