

**SYNECTICS:** A way of developing creativity by thinking metaphorically. Design theory appeals to the sense of reason and order, synectics to the sense of fantasy and invention. *Synectikos* is Greek for "bringing different things together into a unified whole." Buckminster Fuller said "all things regardless of their dissimilarity, can somehow be linked together, either in a physical, psychological, or symbolic way." Synectics mobilize both sides of the brain; the dreaming right, and the reasoning left. These synectic triggers (below) catalyze new thoughts and inventions, disrupt cliché, and strengthen analogical thinking! If you've ever wonder "how" to go about something- refer to these ideas. They will prepare you to discover possibilities! Often times we learn more in the process of DOING something- more ideas come to mind. Synectics are there as springboards for your imagination. Make it FUN.

### SUBTRACT.....

Simplify. Omit. Remove parts or elements. Compress.  
ASK: What can be stylized, eliminated, or disposed of?

ARTISTS: Abstract Expressionists, Impressionists, Expressionists, Modernists, Picasso, Charlie Harper

### CHANGE SCALE.....

Make your subject bigger or smaller  
Change proportion, relative size, ratio, dimensions or graduations.  
ASK: How can I change what "makes sense" or typically "fits" in this scene or piece?

ARTISTS: Pop Art, Claes Oldenberg, Eric Joyner,

### DISTORT.....

Twist. Melt. Stretch. Shrink. Make Longer, narrower, wider- out of its true proportion. How can you misshape your subject to create a new aesthetic quality? A unique metaphor?  
ARTISTS: Dali,

### REPEAT.....

Repeat a color, form, image, idea. Reiterate. Echo. Reinstate. Duplicate.  
ASK: How can you control the sequence or progression in your work?  
ARTISTS: Mondrian, Pop Art, Louise Nevelson,

### SUBSTITUTE.....

Exchange, switch, or replace.  
Think: What other idea, image, material or ingredient can you substitute for all or part of your subject? What alternate could be used? What effect would that have on the piece?  
ARTISTS: Jean Stazaeker, Pawel Kuzcynski

### DISGUISE.....

Camouflage, conceal, deceive, or encrypt. How can you hide, mask, or "implant" your subject into another frame of reference? How can you hide your subjects, like moths among leaves?  
ARTISTS: Alex Gross,

### HYBRIDIZE.....

Cross-fertilize. Mix. Blend. Creative thinking is a form of "mental hybridization". What logical or illogical associations can you make, or compare your subject to?  
METAMORPHOSE.  
ARTISTS: Arcimboldo,

### COMBINE.....

Connect. Arrange. Link. Unify. Merge. Combine materials, techniques, ideas. ASK: What can you connect to your subject?  
ARTISTS: Dada, Muniz, Robert Rauschenberg,

### ISOLATE.....

Separate. Set apart. Crop. Detach. Use only a part of your subject. "Crop" your ideas with a mental viewfinder.  
THINK: What element can you detach or focus on?  
ARTISTS: Bernd & Hilla Becher, Aron Weisenfeld,

### PARODY.....

Ridicule, mimic, mock, burlesque, or caricature. Make fun of your subject, "roast it". Make a visual pun. Create a visual oxymoron.  
ARTISTS: political cartoons, Walton Ford

### MYTHOLOGIZE.....

Build a myth around your subject.  
THINK: How can you transform your subject into an iconic object?  
ARTISTS: Jeff Koons, Jaques Louis-David, Scott Musgrove, Walton Ford

### SUPERIMPOSE.....

Overlap, place over, overlay. Superimpose Dissimilar ideas or images to produce new ideas or meanings.  
THINK: What elements or images different frames of time can be combined in a single image to show a new perspective?  
ARTISTS: James Jean