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Big Idea Patterns - Creativity Toolkit for Every Artist

Cabe Lindsay

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This guidebook for advanced brainstorming combines the findings of researchers, thought leaders, and creative professionals, all of whom agree that big ideas are largely the result of committed work, rather than inspired flashes of light. Thomas Edison’s advice proves right: “Genius is one percent inspiration, ninety-nine percent perspiration.” With this in mind, here are the research-based, artist-approved, time-tested, step-by-step processes—behavior patterns, techniques, and resources—belonging to every artist’s knowledge bank. Encouraging and empowering, this creativity toolkit enables idea seekers to reliably find answers in their brainstorm clouds. Finding big ideas isn't as easy as cutting along the dotted lines. Thankfully, there are patterns and exercises that lead to big ideas, with practice. Audiences benefiting from this book include art directors, writers, recording artists, entrepreneurs, city planners, university professors... *Big Idea Patterns* is published by Ahstin™, an independent publishing house. Ahstin is a creative services studio specializing in ideation (idea formulation, education, and creation). In simple terms, Ahstin helps people to: (1) get their ideas out; and (2) do something with them. Specific solutions include creativity coaching programs with custom-tailored brainstorm sessions to support all sorts of creative endeavors. For example, business managers can navigate confidently through the fog of a campaign. Artists can stretch their imaginations. Inventors can innovate by improvising, collaborating, and refining ideas.

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