

Creativity Tools SWAP MEET

VISUAL IMAGES: POSTCARDS FROM THE EDGE

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Using art taps into people's visual memory and often allows people to access different meaning and understanding than the verbal processing. The following activity (Postcards from the Edge) can be modified in many ways and provides a useful template for incorporating art and visual thinking into many types of experiences.

What?

- Any visual images: drawings, magazine pictures, photographs, cartoons, colors, shapes, fabrics, and so on
- Flat or 3 dimensional
- Today we will be working with post cards (variety, portability)

Who?

- Most people can work with visual images
- It does not require strong verbal skills or mental abstractions

When?

- People find it difficult to express emotions or they are reluctant to do so
- Visuals are used to allow respondents to make ideas/concepts easier to talk about, more concrete, or easier to identifiable
- This exercise adds something new and interesting to many situations

Where/How Many?

- This is purely a matter of space and depends upon judgment.
- Visuals may be spread on floor/table, attached to wall/etc.
- Often desirable for respondents to be able to pick up/take to their places

How?

- Ask people to chose one picture (or more depending upon objective) with which they identify or to which they feel attracted.
- The choice should answer a question or address an issue, such as which picture:
 - . Best represents how do you feel today
 - . Best represents your view of the future, etc.
 - . Represents how you feel about _____
 - . Indicates what you want out of life/what is important to you
 - . Indicates what you do with your free time
 - . Best or worst things about _____
 - . Best stands for (brand X)
 - . Best represents the uses of (brand X)
- Tell a story about this picture

