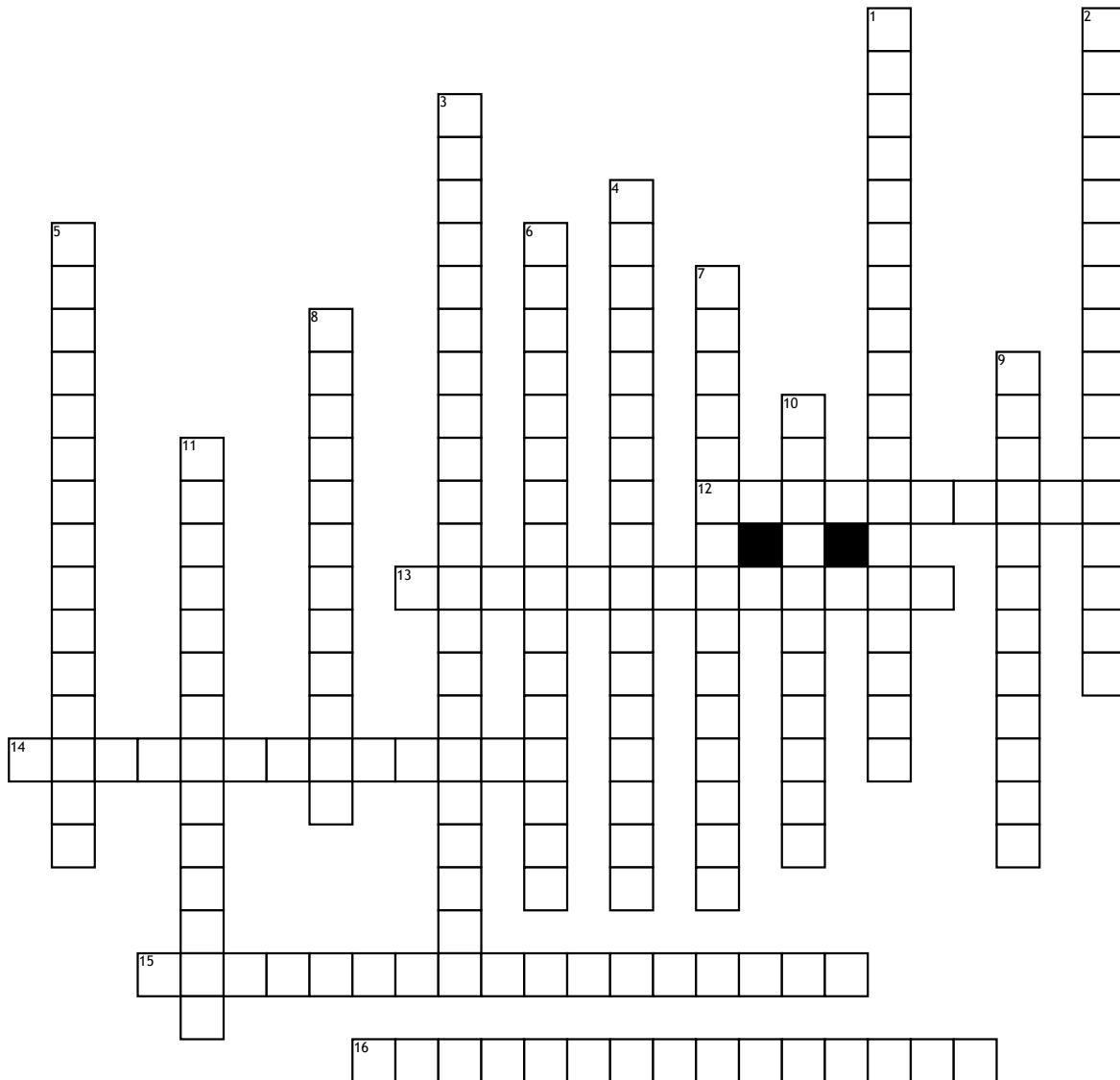


Name: _____

Date: _____

Period: _____

Unleash Your Oh Zone



Across

12. A creative-thinking technique that involves making connections through the use of forced relations

13. A creative-thinking technique involving the identification of as many different ideas as possible during a certain time frame; can be done by one person but is used most often in a group setting

14. A synectics creative-thinking method involving the use of metaphors and similes to create connections where none currently exists

15. A synectics creative-thinking technique involving forcing random words into associations or connections with a given issue or idea

16. A process used to solve problems and generate ideas in purposely illogical ways

Down

1. A process used to solve problems and generate ideas in logical, analytical, organized ways

2. A creative-thinking method that involves listing the characteristics or attributes of something and then finding ways to improve these attributes

3. Goods and/or services that are used together (e.g. skirts and blouses, ski boots and skis, software and computers)

4. A creative-thinking technique using basic questions starters to develop original questions to ask (and answer) about an issue or idea; these question starters include who, what, why, where, when, how, did, will, might, would, could, should, etc.

5. A creative-thinking technique that involves connecting two items or ideas that seem completely unrelated to find new practical combinations and products

6. The stages through which goods and services move from the time they are introduced on the market until they are taken off the market

7. A creative-thinking technique that involves reacting to random words or pictures to generate a flow of ideas; each idea is used to trigger others; the process is repeated until connections are made with a given issue or situation

8. A brainstorming technique that involves using a star-shaped diagram to ask and answer basic questions about an issue or situation

9. A brainstorming technique that involves developing random sketches and doodles and then relating the drawings to an issue or problem

10. A form of brainstorming that organizes ideas and information graphically, using shapes, pictures, and words; a creative-thinking technique that involves the generation of ideas by associations

11. The conscious or unconscious process of thought formulation