

# Synectics

## I. Concept

A. The concept is the idea to be brainstormed

B. Examples

1. First Day of School
2. Mondays
3. Snow
4. Sports

C. Brainstorm the concept

1. Snow
  - a) white
  - b) cold
  - c) fresh
  - d) dry
  - e) wet
  - f) fluffy
  - g) clean

## II. Analogy

A. Like a tool, a bird, a plant, a tree, a fire, a dream

B. Choose one beforehand

1. A plant

## III. Example

A. rose, apple tree, cactus, weed, algae, daffodil

## IV. Metaphor

A. Choose from the above

1. A rose

B. Create metaphors

1. I beautify
2. I cause to bleed
3. I puncture

## V. Compressed Conflict

A. Create two seemingly dissimilar ideas

1. Fluffy thorn
2. dry puncture
3. punctured rose

## VI. Metaphor

A. Choose a compressed conflict

B. Create metaphors

## VII. Write rough drafts

## VIII. Continue with the writing process