

Mind Map

By Smadar Ron

What is a Mind Map ?

A **Mind Map** is an easy way to brainstorm thoughts organically without worrying about order and structure. It allows you to visually structure your ideas to help with analysis and recall.

A **Mind Map** is a diagram for representing tasks, words, concepts, or items linked to and arranged around a central concept or subject using a non-linear graphical layout that allows the user to build an intuitive framework around a central concept. A mind map can turn a long list of monotonous information into a colourful, memorable and highly organized diagram that works in line with your brain's natural way of doing things.

In terms of creative process a **Mind Map** is a powerful graphic tool which provides a universal key to unlock the potential of idea/concept.

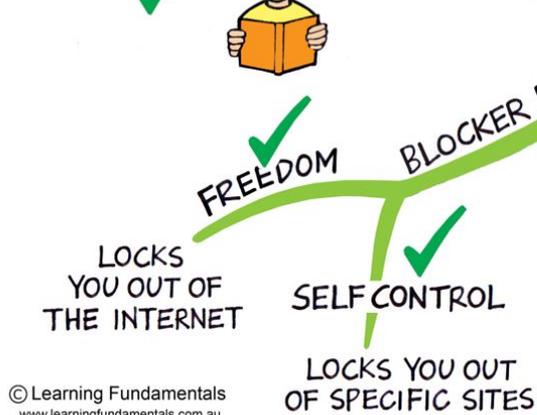
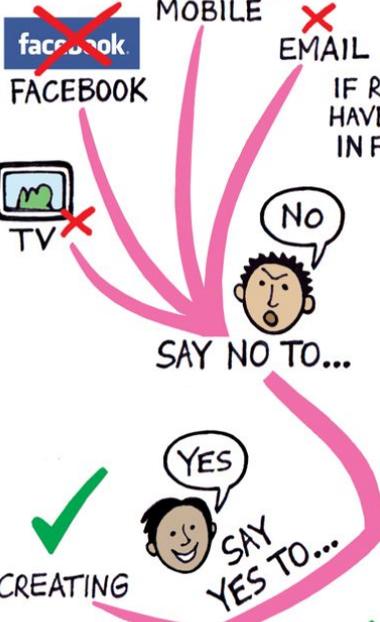
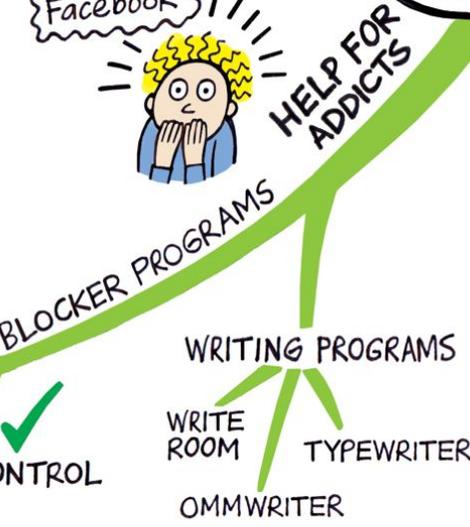
It harnesses the full range of cortical skills – word, image, number, logic, rhythm, colour and spatial awareness – in a single, uniquely powerful manner.

By doing it, it gives you the freedom to roam the infinite expanses of your idea.

A **Mind Map** can be applied to every aspect of design where improved and clearer thinking will enhance the performance.



HOW TO FOCUS IN THE AGE OF DISTRACTION



Why would you like to use a Mind Map ?

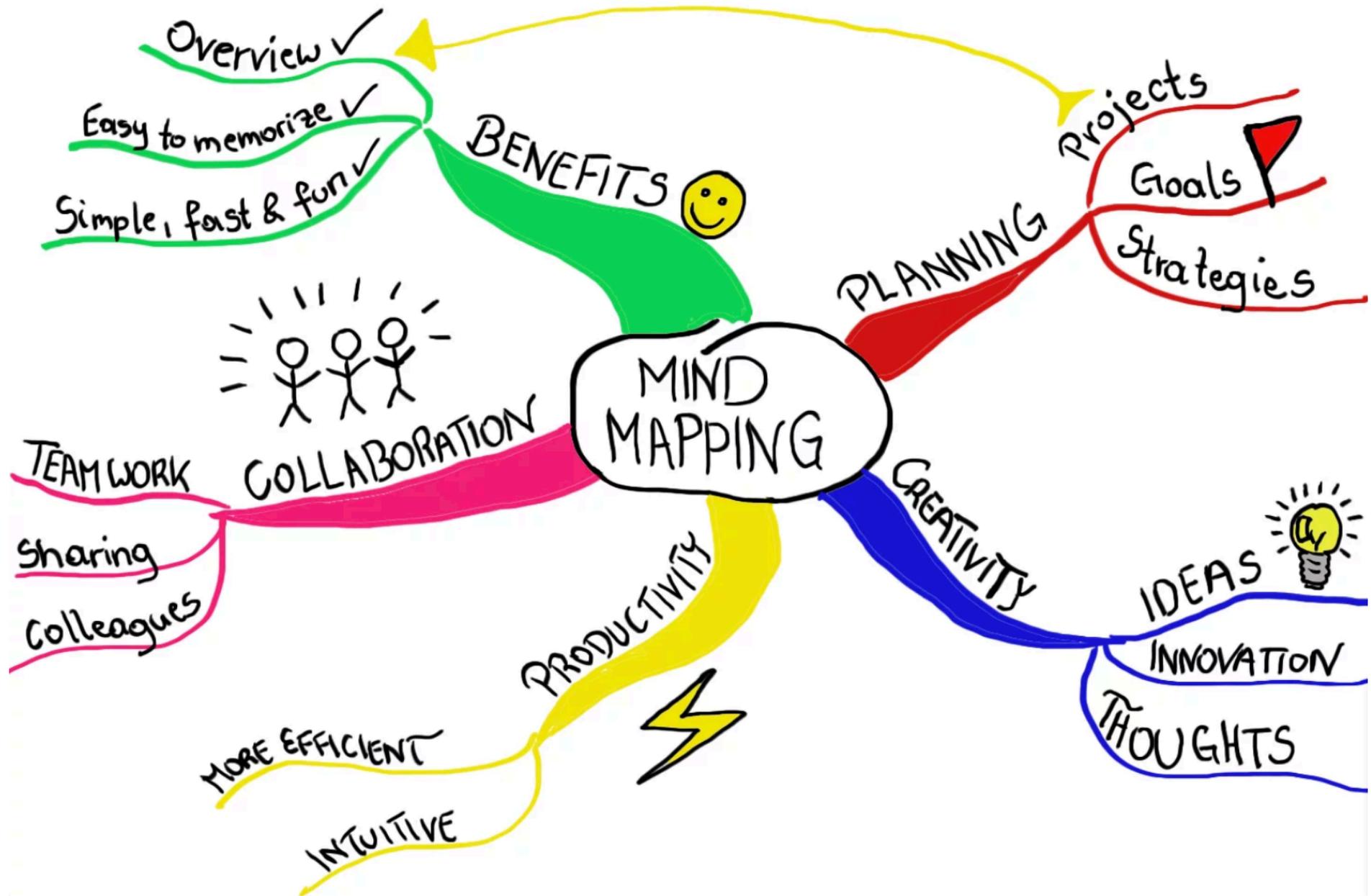
- Great tool to develop concepts.
- Can include unlimited thoughts, ideas, associations, and connections you can make.
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- Information is structured in a way that resembles much more closely how your brain actually works. Since it is an activity that is both analytical and creative, it engages your brain in a much, much richer way, by integration all its cognitive functions. (as opposed to traditional note taking or a linear text)

What do you need to create a Mind Map ?

- Blank paper / document
- Pencil, colours
- Your thoughts, ideas, and imagination.

Benefits of mind mapping

- Help designers brainstorm and explore any idea, concept, or problem
- Facilitate better understanding of relationships and connections between ideas and concepts
- Make it easy to communicate new ideas and thought processes
- Allow designers to easily recall information
- Help designers take notes and plan tasks
- Make it easy to organize ideas and concepts

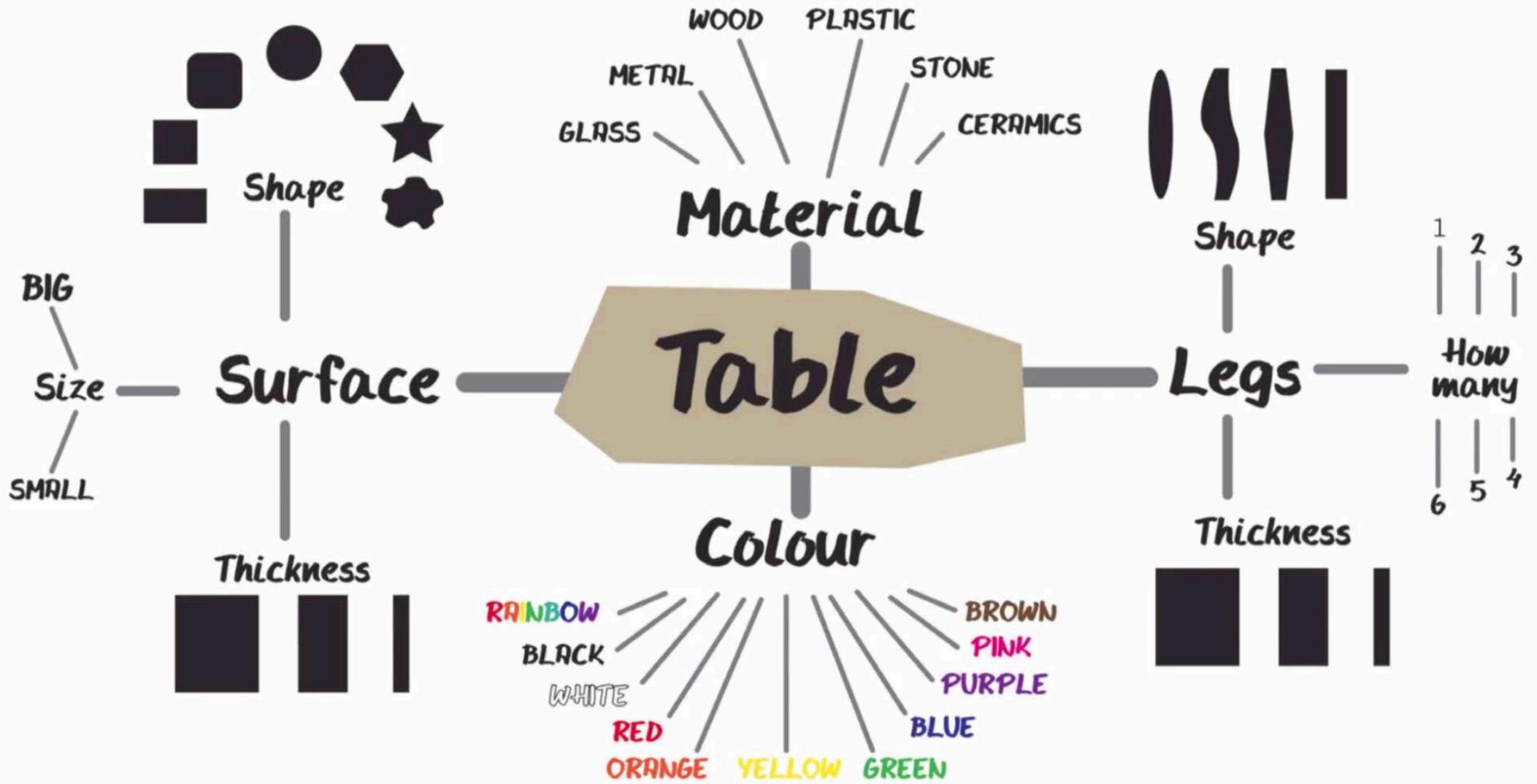


7 Steps to Making a Mind Map

- Start in the **CENTRE** of a blank page turned sideways. Why? Because starting in the centre gives your Brain freedom to spread out in all directions and to express itself more freely and naturally.
- Use an **IMAGE** or **PICTURE** for your central idea. Why? Because an image is worth a thousand words and helps you use your Imagination. A central image is more interesting, keeps you focussed, helps you concentrate, and gives your Brain more of a buzz!
- Use **COLOURS** throughout. Why? Because colours are as exciting to your Brain as are images. Colour adds extra vibrancy and life to your Mind Map, adds tremendous energy to your Creative Thinking, and is fun!
- **CONNECT** your **MAIN BRANCHES** to the central image and connect your second- and third-level branches to the first and second levels, etc. Why? Because your Brain works by association. It likes to link two (or three, or four) things together. If you connect the branches, you will understand and remember a lot more easily.
- Make your branches **CURVED** rather than straight-lined. Why? Because having nothing but straight lines is boring to your Brain.
- Use **ONE KEY WORD PER LINE**. Why? Because single key words give your Mind Map more power and flexibility.
- Use **IMAGES** throughout. Why? Because each image, like the central image, is also worth a thousand words. So if you have only 10 images in your Mind Map, it's already the equal of 10,000 words of notes!

Tips

1. Start in the centre
2. Free unfiltered writing
3. Natural associations
4. Exhaust your topics
5. Keep it fun
6. DONT rule out surreal solutions
7. Give yourself a time limit - (5-10 minutes)
8. Use colours and lines to group and connect ideas



TIME MANAGEMENT

A (A in a magnifying glass)
CLARITY
MOTIVATION
APPRECIATION
SIMPLIFICATION

EFFECTIVENESS
ACTION PLANS
PRIORITIES
GOALS
DIARIES
MEETINGS

MINDTOOLS
SPEEDREADING
MINDMAPS

FASTER
SMARTER
BETTER
URGENT vs. IMPORTANT
WASTAGE

DELEGATION
TO-DO OR NOT TO-DO
CAREER
LIFE
COMFORT ZONES
GUIDANCE
TEAMWORK
TRUST

WORK-LIFE BALANCE
WELLBEING

LET GO
FEARLESS
EXCEED EXPECTATIONS
TRANSCEND LIMITS
CONFIDENCE

SUPERVISE
HELP
ENCOURAGE
DISCRETION
L + H = ✓

CHOICES
DECISIONS
BIG
SMALL
DE-CLUTTER
SLOW DOWN TO SPEED UP
BREAKS

BIG PICTURE
CHUNKING
BITE-SIZED
MULTI-TASKING
DIVERSIFY

WHO
WHAT
WHERE
WHEN
WHY
HOW
5W1H

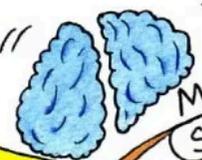
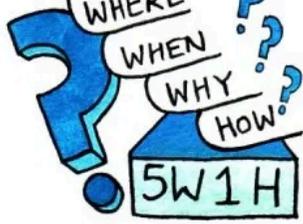
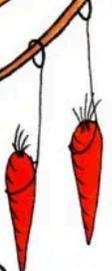
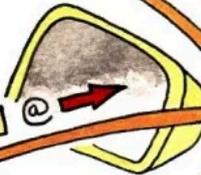
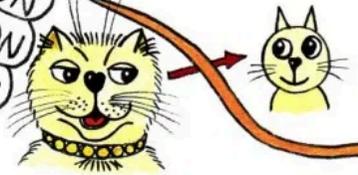
ERGONOMIC
USER-FRIENDLY
EFFICIENT
VALUE-ADDED
POSITIVE

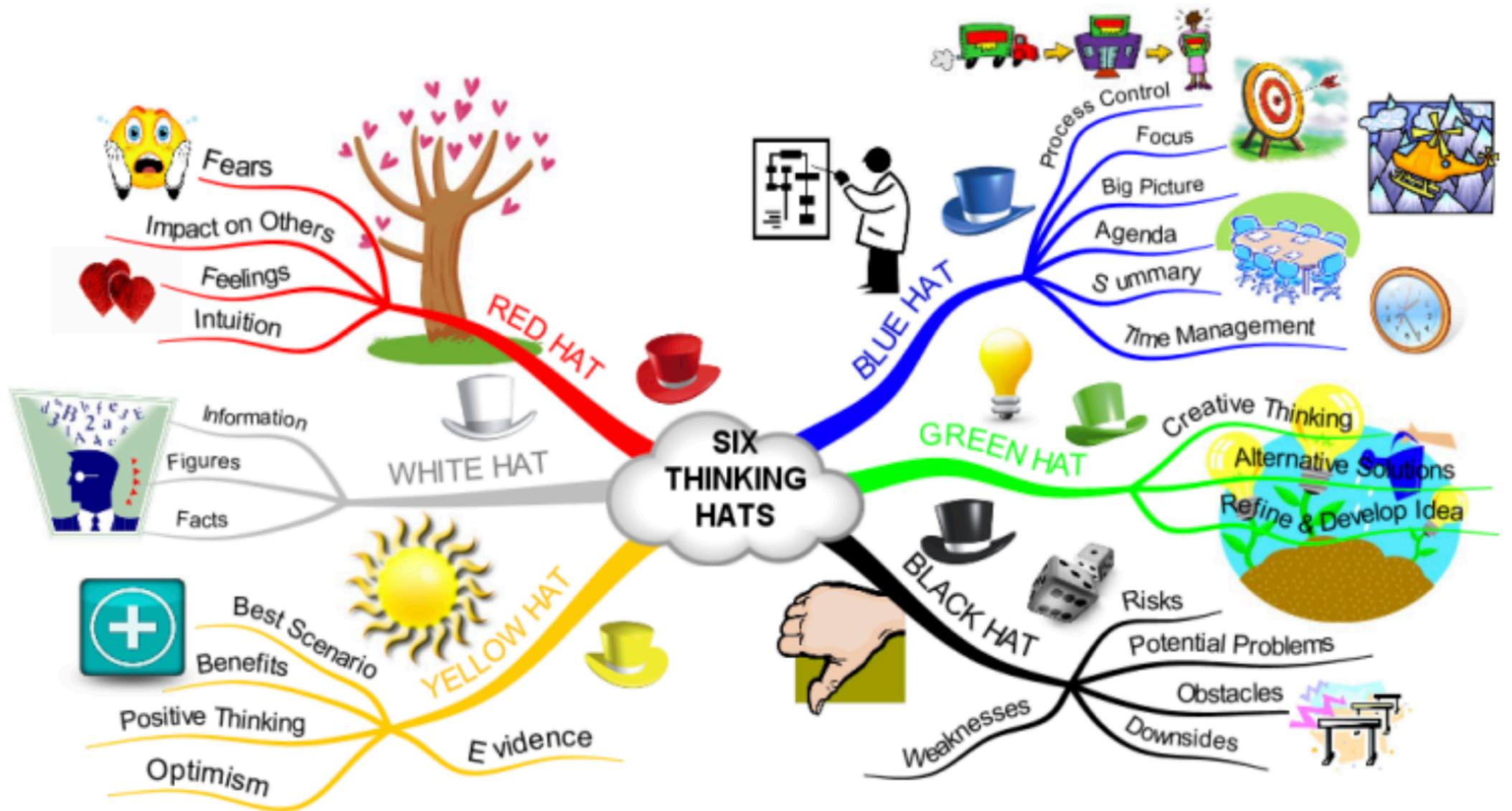
KEY ISSUES
METHODS
CHECK POINTS
DEADLINES
SMART
SPECIFIC
MEASURABLE
ATTAINABLE
RELEVANT
TIME-BOUND

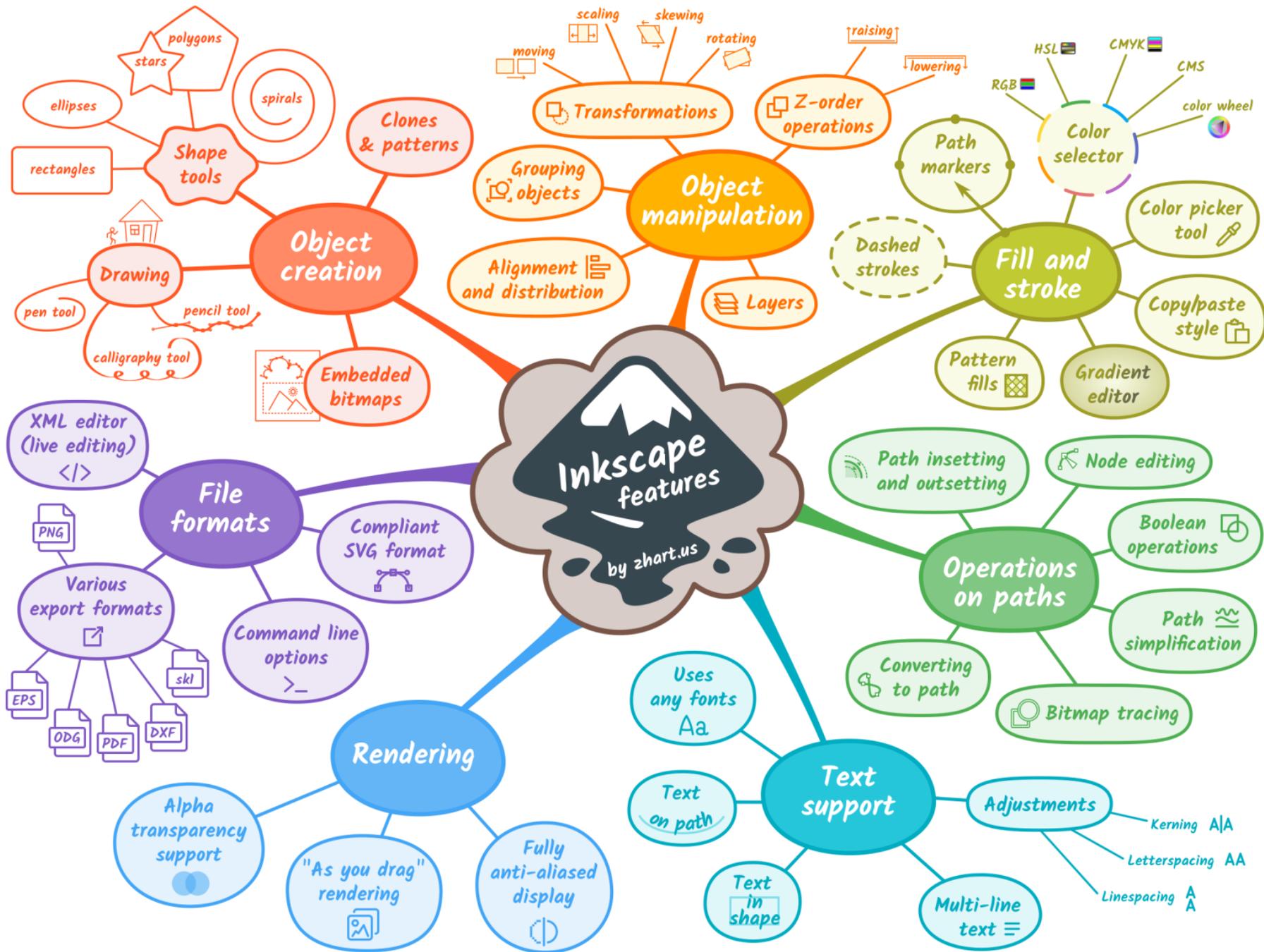
MONITORING
PROGRESS
FOLLOW-UP
BALANCE
NEGOTIATION

COMMUNICATION
FEEDBACK
SUPPORT
PRAISE
REVIEW
CORRECTION
IMPROVE

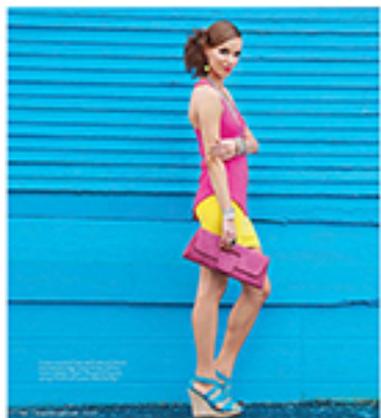
LATER
NOW







Mood Board





What you tell yourself every day will either lift you UP

• Home •

Let love guide every action

• Work •

• Health & body •

Dreaming is after all a form of planning

• Possessions •
• Relationships •
• Creative expression •
• Finances •

Live in the sunshine. Swim in the sea. Drink the wild air.

• Spiritual •

My WILD & WONDERFUL Moodboard

When to use a Mood Board ?

The best time to make a mood board is in the **early stages** of the project, when the **design style is undefined yet**.

Most of us don't think exclusively in words or text alone. Your mind is much more dynamic than that. When we create something, it's more likely that a complex mix of different images, feelings, and colours swirl through your head.

When to use a Mood Board ?

Your experiences and sensations inform your work, it might be difficult to convey your design intangible vision and sensation to others.

A mood board allows you to share that vision in a way that speaks much louder than words alone.

It helps you communicate your thoughts and define the style of your project from the outset.

When to use a Mood Board ?

Communication!

To get a better understanding of someone's preference for design, one of the most common places to start is by creating a collection of different images, graphics, or examples of styles you enjoy.





and match them
a one-of-a-kind
for that's simple
boo-tiful.

The Lived Set
Antiques & Decoratives
33 Bedford Street
NYC 10014
212-807-8417

Dear Olga: Don't call as promised, how will you work it?

KOOTENAY
RADJA HINDOSTAN