**Random Object Association**

**LIST CHARACTERISTICS**

Work with one word at a time. Draw a picture of the word to involve the right hemisphere of your brain and then list the characteristics of the words. Think of a variety of things that are associated with your word and list them.

For example, some of the characteristics of a nose are:

Different shapes and sizes

Sometimes decorated with pins and jewels

Has two nostrils

Can be repaired easily if broken

Hair inside

Decays with death

\*\*\*\*Think about the 5 senses! (SEE/SMELL/HEAR/TOUCH/TASTE)

**WHAT IS ITS ESSENCE?**

What is the principle or essence of your random object? Can you build an idea around it? For example, the essence of a nose might be smell. Forcing a connection between a smell and improving the automobile inspires the idea of incorporating a cartridge in the auto during manufacturing that warns the driver of malfunctions with various odors. If you smell orange blossoms, for example, it’s time to have your brakes checked, or if you smell cinnamon, you might have a gasoline leak and so on.

**CREATE MANY CONNECTIONS**

When using the Random Word list, use all five words in the group and force as many connections as possible. Allow yourself five minutes for each word when you try it. Five minutes should be ample time to stimulate ideas. You should find that long after the fixed time period of five minutes, further connections and ideas are still occurring.

Write your paragraph (at least 5 sentences) below about your relationship with your object:

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