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# Brainstorming Techniques to Generate Design Ideas Fast

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## Why Speed Matters in Design

When you're designing something new—like a poster, a robot, or a board game—you don't want to get stuck with your first idea. **Designers use special techniques to quickly produce lots of different ideas** so they can pick the best ones. The more ideas you generate, the better your final design will be.

## Brainstorming: The Power of No Bad Ideas

**Brainstorming** is the simplest and most popular method. You and a team sit together and say out loud every idea that comes to mind—even the silly ones! The golden rule is that **nobody criticises ideas during brainstorming**. Even weird suggestions might spark something brilliant.

Think of it like throwing everything into a box first, then sorting through it later. You don't reject ingredients while cooking—you gather them all, then decide what to use.

Set a **time limit** (like **10 minutes**) and write down every single idea. Speed is the goal here—don't pause to judge yourself.

## Mind Mapping: Connecting Your Thoughts

**Mind mapping** helps you explore ideas by drawing connections. Start with your main design challenge in the centre, then branch out with related ideas, materials, colours, shapes, and uses. Each branch can split into smaller branches.

Think of it like a tree growing from one trunk into many branches. Each branch represents a different direction your design could go.

## Sketching: Getting Ideas Out Fast

Don't wait until your idea is perfect—**sketch it immediately**. **Quick sketches** help you see what works and what doesn't. You can create **10 rough drawings in 5**

**minutes** instead of spending an hour on one detailed design. This is called **rapid prototyping**.

## Combining Techniques

Professional designers often mix these methods. They might brainstorm for ideas, mind map the connections, then sketch variations. Each technique feeds the next one, creating a continuous flow of creativity.

The key is to **never judge too early**. Let ideas flow freely first, then evaluate them later. This separation between generating and judging is what makes designers so productive.