



'A good concept is the fruit of an analytical, as well as intuitive, process.

Fang Chen Poster artist and instructor

Brainstorming Masterclass...an interactive introduction to group creativity

For our 3rd Design Masterclass we would like to invite you to an interactive brainstorming session with Patrick Hall, where you will learn a variety of brainstorming techniques to improve the exploration process of your ideas, enhancing participation, effectiveness and analysis.

Patrick Hall is a product design consultant based in west London who combines engineering skills with creative workshop planning and facilitation. Since 2002 he has been working as a freelance product engineer, working on everything from radiotherapy machines to packaging for cat food. Prior to 2002 he worked for IDEO in London and Palo Alto. At IDEO Patrick took a leading role planning and facilitating creative workshops. For more information go to : <http://www.innovatecreate.com>

Date : **25th October 06' 2 - 5pm**

Venue : Design Studio, 4MA4, Engineering 2, University of Sussex

Places are limited. If you would like to book a place on this unmissable Brainstorming Design Masterclass, then please email Tamara, InQbate's Co-ordinator @ T.J.Violaris@sussex.ac.uk, to secure your place.

*Filming: The Design Masterclass session will be filmed as a record of the day and for use on the InQbate, The Centre of Excellence in Teaching and Learning in Creativity, website

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in Teaching and Learning
in Creativity**