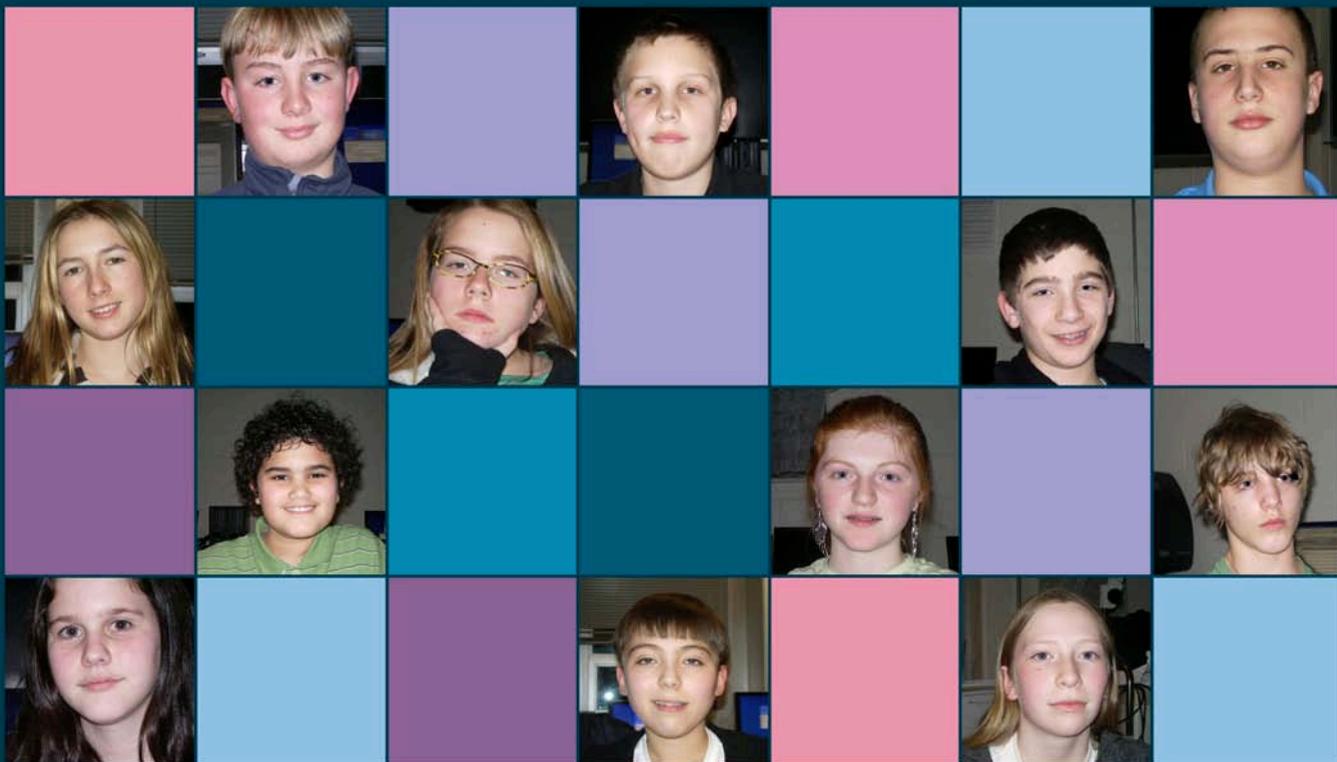




Ideas at the Speed of Life

The Stars Challenge at Monmouth University



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Winter 2007

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The Stars Challenge

Life – and design – is like a box of chocolates. You just never know what you’re going to discover. The design of a new chocolate bar involves many steps and requires a million new ideas. The ingredients, the shape, the name, the slogan, and the packaging all need to be designed in a short amount of time. No wiggle room for do-overs! The ideas have to come fast and furious because we’re on a time schedule – just like most of the rest of the world. But with the help of some tools like tables, charts, and brainstorming (generating lots of ideas before judging them), ideas really can come at the speed of life.

Continue to use these tools and you’ll never be short of ideas no matter what you’re doing. Solving problems every day becomes easier when you have the right tools. Engineering and design rely heavily on an open mind and lots of experience. So gain all the experience that you can. And always come up with as many ideas as you can before creating your design or beginning to solve the problem. Then, one day, you can have the world using one of your ideas

Ms. Green



