

## **TIPS SHEET TO ACCOMPANY:**

*Product Design* by Paul Rodgers and Alex Milton

### **Mind mapping**

- Write down the central idea or use a central multi-coloured image that symbolizes the mind map subject.
- Think up new and related ideas to the central idea.
- Use themes to provide the main divisions of the mind map.
- Enclose each theme with an outline that hugs the shape created by the branches.
- Make sure that the lines which support each key word are the same length as the word and 'organically' connect to the central image.
- Print to give each word used clarity.
- Try to use single key words uncluttered by adjectives or definitions
- Use colour for vividness and memorability