

Clustering – Creating Outside the Lines

By Michelle Newcome

Whether you're a pantster or a detailed plotter you've got to develop strategies for brainstorming. The ideal methodology for me is to cluster out my ideas in a nonlinear way. You can use Microsoft Visio for this, but I prefer pen and paper. The goal is to generate as many ideas as possible in a short period of time. Your basic thought goes in the middle in a circle, then you branch out and add as you go. Clustering is useful for overcoming creative blocks as well as for plotting and idea generating when you are raring to go.

