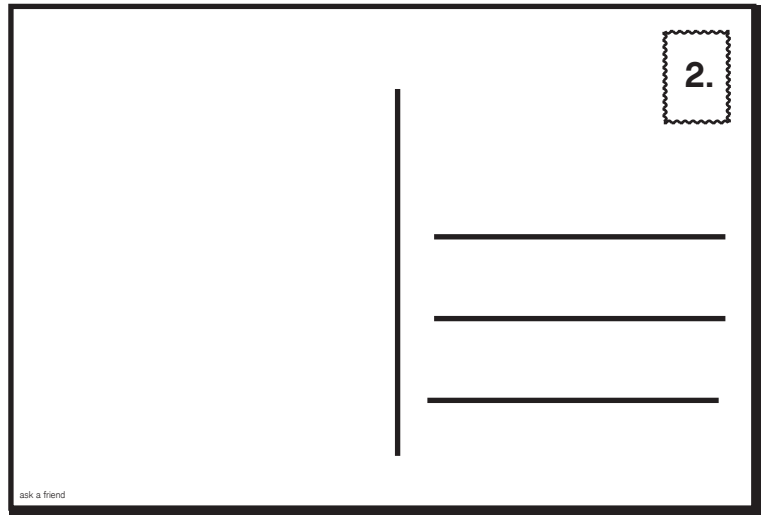
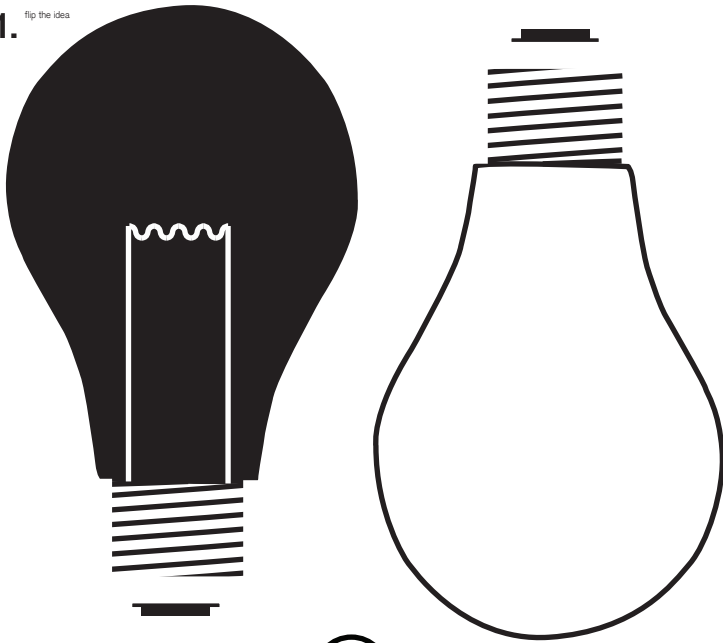


# THE PROBLEM

7 ways to solve your creative problem

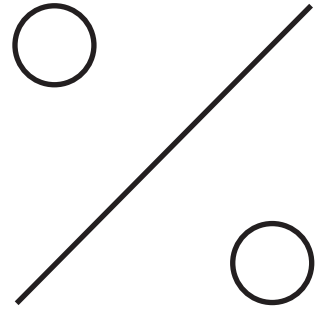
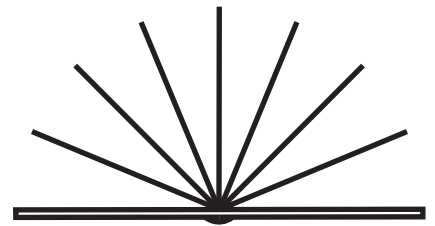
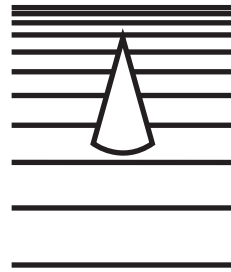
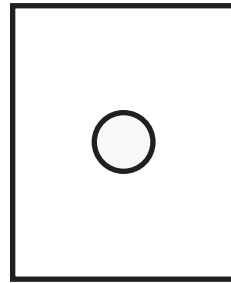


1. flip the idea



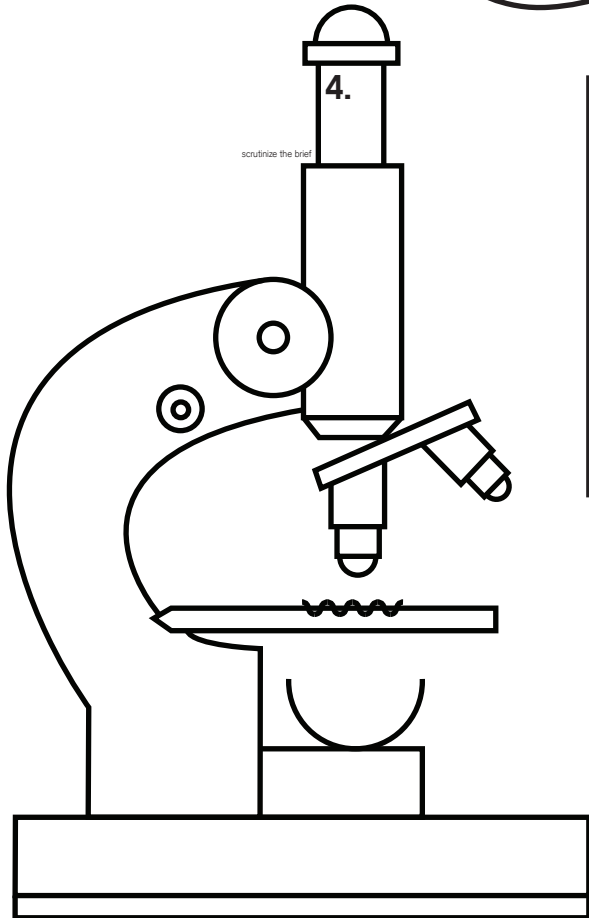
look from other perspectives

3.



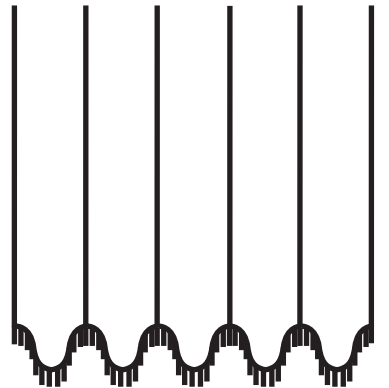
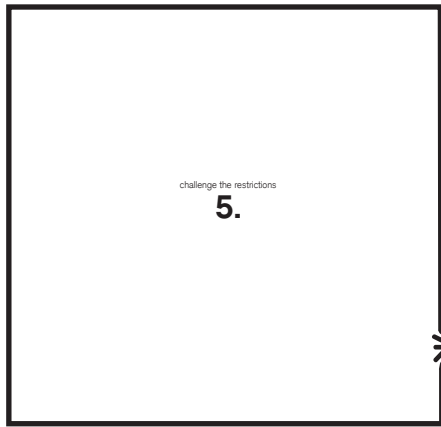
scrutinize the brief

4.



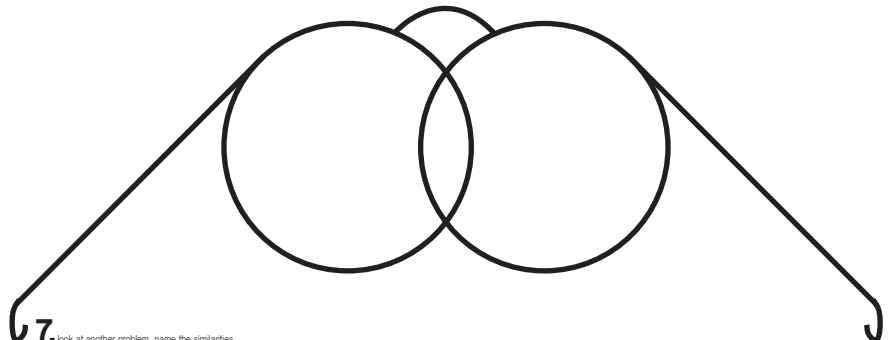
challenge the restrictions

5.



look at other fields

6.



7. look at another problem, name the similarities