

Creative Conceptual Strategies

Transformative Strategies

1. Scale Change: Make an object or image larger or smaller
2. Re-interpretation: Changing style
3. Unusual Materials: Constructing an object out of surprising materials

Combinatory Strategies

1. Hybridization: Combining elements of multiple things

Juxtaposition Strategies

1. De-contextualization: Changing context of an object/image
2. Collage: Juxtaposing imagery to develop/reveal a concept that unites them
3. Assemblage: Juxtaposing objects to develop/reveal a concept that unites them
4. Layering: Juxtaposing meanings through layering an idea or image onto another—making an image in the mode of something else
5. Appropriation: Using an existing image or style to draw upon its meaning
6. Reformatting: Using a format from outside art
7. Mimicking: Using the methods of a non-art discipline

Extension Strategies

1. Projection: Taking things/ideas to logical or absurd conclusions, fiction and fantasy
2. Amplifying/magnifying: Exaggerating a phenomenon; making it larger than life
3. Elaboration: Spinning further meaning

Distillation Strategies

1. Metonymy: Using a part to stand for the whole
2. Mapping: Organizing ideas and things/imagery graphically

Associative Strategies

1. Visual Analogy: Simple one on one comparison
2. Metaphor: Casting one thing as another
3. Metaphor of materials: Constructing an object or image out of materials that have meaning in themselves

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