

S

Substitute



What if I swap this for that and see what happens? What happens if I substitute the shape, type, form or colour?



Combine



What colour, shape, form and type
can I combine?



Adapt



What part of the concept can I change?
What if I were to use parts of the other
design elements or principles?

M

Modify



What happens if part of the concept is exaggerated, minimised or changed?

P

Put to another use



What other area or use can my
concept be applied to?



Eliminate



What can be removed from my concept?
What happens to the idea if parts are
taken away?

R

Reverse



What if I did it the other way round?
What if I reverse the elements or the way
they are used? What is the opposite of
what I am currently doing?