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Imagination

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Solutions

Unlocking the Power of Imagination

Creating a culture where imagination can flourish is easier said than done. Forget about the happy hours or ping-pong in the lounge; they're great ways to relax and unwind, but to challenge a creative to use their imagination, you're going to have to use yours. Here are some ways to stretch the limits of your imagination.

Make a Meme

Memes are a prevalent and important part of our visual culture—they're influential, and have played a part in media, tech, and even politics. If they go viral, they could potentially reach millions of impressions in a relatively short amount of time. Memes are generally created with public photographs, gifs, stills from television or movies, and of course, stock photography. One of Getty Images' own videos was turned into a meme, featuring baboons in an office setting (it quickly went viral!).

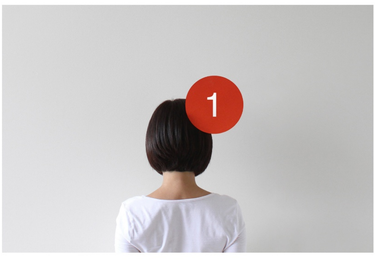
It's a great creative use of stock content, and, it's also a great way for you to use your imagination and have some fun with your team. Find some images that can be made into memes and go crazy—who knows, you might come up with the next viral hit.

Imagine What Came Before & After

The French term, "mis-en-scene", refers to the visual composition of a scene, which can include costumes, set design, lighting, and more. In film and video, strong visual compositions serve to complement and add depth to the larger story. While motion pictures have the benefit of exposition and the ability to show what came before and what comes after, still imagery, frozen in the moment, does not—their entire story comes from the visual composition of a single image. That said, a great image can tell tons of different stories, literal or thematic, and can ultimately be repurposed on the fly.

Try looking through this board of stock photography, and let your imagination run wild. Imagine that these images are all stills from a film and craft a story around them based on their composition. Pay close attention to the details and get to work—it's a great exercise for creative minds, and it's a fun way to discover the diversity and potential of stock content.

Flip the Script



Another way to let your imagination take flight is by looking at the problem you need to solve, imagining it's opposite, and then thinking about what conditions would be needed for the opposite to be true. It sounds a bit like a tongue-twister, but it's a strategy that designer and brand strategist Marty Neumeier endorses as a way to come up with new ideas. He gives an example of dishes piling up in the workplace sink—one cause of this problem might be that employees don't like doing dishes. However, Neumeier suggests turning that assumption upside down and thinking that employees *do* like doing dishes, and then thinking of what circumstances (good music, a chance to take a break) could lead to that outcome. It's an unorthodox approach, but if you follow it, and the others we mentioned, you'll be able to come up with some new, imaginative ideas.

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