

co·wonders



1-minute brief

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What is it about:

- develop creativity and artistic skills of participants
- learning to appreciate the imperfection while leaving perfectionism behind
- design problem-solving brainstormings with ideas for complex situations

source: One Minute Briefs by Nick Entwistle and "James Clancy" and educational method developed by Carmen Huidobro and Julián Novales Flamarique

domains: creativity, problem-solving, teambuilding, rapid-response and out-of-the-box thinking.

approach description:

Sylvia Plath, an amazing poet, once said:

“The worst enemy to creativity is self-doubt”.

And she couldn't be more right. Creativity does not always need more time. Sometimes, having less time helps us stop overthinking, leaving perfectionism in a box and just give it a try.

The 1-minute brief is a fast-paced creative exercise where participants are challenged to respond to different briefs (sentences) in a limited amount of time. Our motto is “draw something useful, but imperfect”. Participants need to trust their first ideas, experiment, sketch, draw, build or develop their communication quickly.

It was first developed by the OMB team as a way of developing ad campaigns for companies. A group of creatives would meet to develop a series of sketches of an ad, and the people would vote for their favourite one.

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The aim of the tool is to experience a different way of approaching a challenge. Often, the outcomes are obvious, sometimes unexpected or even terrible, but all of them are welcome to this process.

The method uses time pressure as a playful limitation. With only one minute, there is little time for planning or perfectionism. Within the experience and time, participants become more open to experiment.

This exercise aims to generate a brainstorm of possibilities, to explore complex situations, to encourage groups to produce new ideas before evaluating or developing them further.

At its core, the 1-minute brief invites participants to make, experiment and respond quickly: accepting imperfection as part of creativity and discovering what can happen when we give our ideas permission to appear before judging them.

aim of use:

The 1-minute brief aims to create a playful space where participants can develop creativity, react quickly to challenges and leave perfectionism behind. It can be used to generate ideas around complex situations, support brainstorming processes and encourage participants to explore different ways of solving a problem before choosing one direction.

educational method:

- **Step 1: Prepare and explain the 1-minute brief**

For this activity you will need four things: A4 paper, colourful markers, a speaker and a list with sentences or briefs (that will make the challenge).

Prepare a wall or a visible space where all the creations can later be displayed.

Give every participant one or two A4 papers, and ask them to divide them in four pieces. In the meantime, prepare a playlist of classical music and connect it to the speaker.

Introduce the aim and idea of 1-minute brief: a short sentence describing a situation, challenge or problem that participants need to respond to. Explain that you are seeking to make *"something useful, but imperfect"*.

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educational method:

- **Step 2: Explain the steps of this exercise**

- They need to write their names on every creation.
- A sentence or brief will be given, either said out loud or shown in a presentation.
- They will have 1 minute to complete their idea.
- There will be music playing, and when the music stops, they must stop working and hand in their pieces of paper or put their creations on the wall.
- They will have 30 seconds to put their work on the wall and another 30 seconds to prepare for the next round.
- Remind them that we are looking for ideas, not artistic skills.

- **Step 3: Time to be creative!**

Start the challenge with funnier briefs/sentences. This will help participants understand the process and feel more creative in the following rounds. Read the brief out loud or show it using a projector. That will be the starting call.

Play classical music while they do the exercise, as it makes the process more fun and entertaining.

Tell the group when 30 seconds have passed, then start a countdown for the last 10 seconds.

Time's up! Collect the papers or ask participants to put them in a designated area (wall, floor...).

Ask them to prepare the next piece of paper and start the process again with a new brief.

Our recommendation is to use no more than five briefs, as the exercise can become repetitive after several rounds.

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educational method:

- **Step 4: Time for the real challenge and voting**

If you want to explore solutions to complex problems, this is the moment to do it.

Keep the same time limitation. By this point, participants should already be more comfortable reacting quickly and putting imperfect ideas on paper.

At the end of the exercise, invite participants to take some time to walk around the creations and discover common points, differences and unexpected ideas across the briefs.

You can also ask participants to vote for their favourite ideas. Give them a marker and ask them to leave one dot next to their favourite one. In more creative contexts (rather than problem-solving ones), avoid voting, as it may go against the idea behind the process.

Celebrate all the ideas rather than the artistic quality of the drawings. Sometimes, an apparently ridiculous drawing can contain the beginning of a very useful solution.

- **Step 5: A moment to debrief and share**

Ask participants to come together and ask:

- How did you feel when you only had one minute to create?
- What was more difficult: finding the idea or putting it on paper?
- Did you feel the need to make your creation “good” or “beautiful” or “perfect”?
- Did creating become easier after several rounds?
- Which ideas surprised you?
- Did you see an idea from another participant that you would never have thought about yourself?
- What happens to our creativity when we have less time to judge our ideas?
- How could we use this way of thinking when facing a real problem?

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Extra phrases for your creative briefs:

- Harry Potter wants to retire and fall in love. Design Harry's Tinder profile, with a catch-phrase.
- Aliens want to destroy our planet. Design a poster to convince aliens to not destroy Earth.
- Dracula goes vegan. Draw his new favourite dish.
- You are a chicken who is aware of the terrible labour situation at your farm and wants to unite the chickens to escape.
- You want to become famous in Japan. Design a stuffed animal mascot for yourself in the Japanese market.
- You are a unicorn and you want to open an ice-cream shop, draw an ice-cream cone with the name of the tastes.
- There is a plant on the terrace. There is a little note on its feet. What does it say?
- You are a black cat trying to convince humans that you're actually good luck. Design a rebranding poster for yourself.
- Cinderella starts a shoe brand after the royal wedding. Design her first luxury sneaker.
- A villain is tired of being misunderstood. Create the cover of their book.
- The last dinosaur on Earth starts a podcast about survival and snacks. Draw him before the meteorite falls.
- You entered into a mug design contest. Draw the mug that will win this year.
- Santa is on summer holidays. Show how he is enjoying them.
- You opened a new coffee bar. Show the "special coffee / tea" edition of your shop.
- You are a penguin in the middle of a flamingo party.

read more:

- **Video:** One Minute Briefs - Process video on YouTube
- **Website:** One Minute Briefs. Bank of Creativity.

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notes:

communication canvas





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