

SENSE VS. NONSENSE

OF HOW NOT TO BE A DUMB ASS SUPER-COMPUTER

A SEMI-SORT OF COMIC BY FRANK CHIMERO

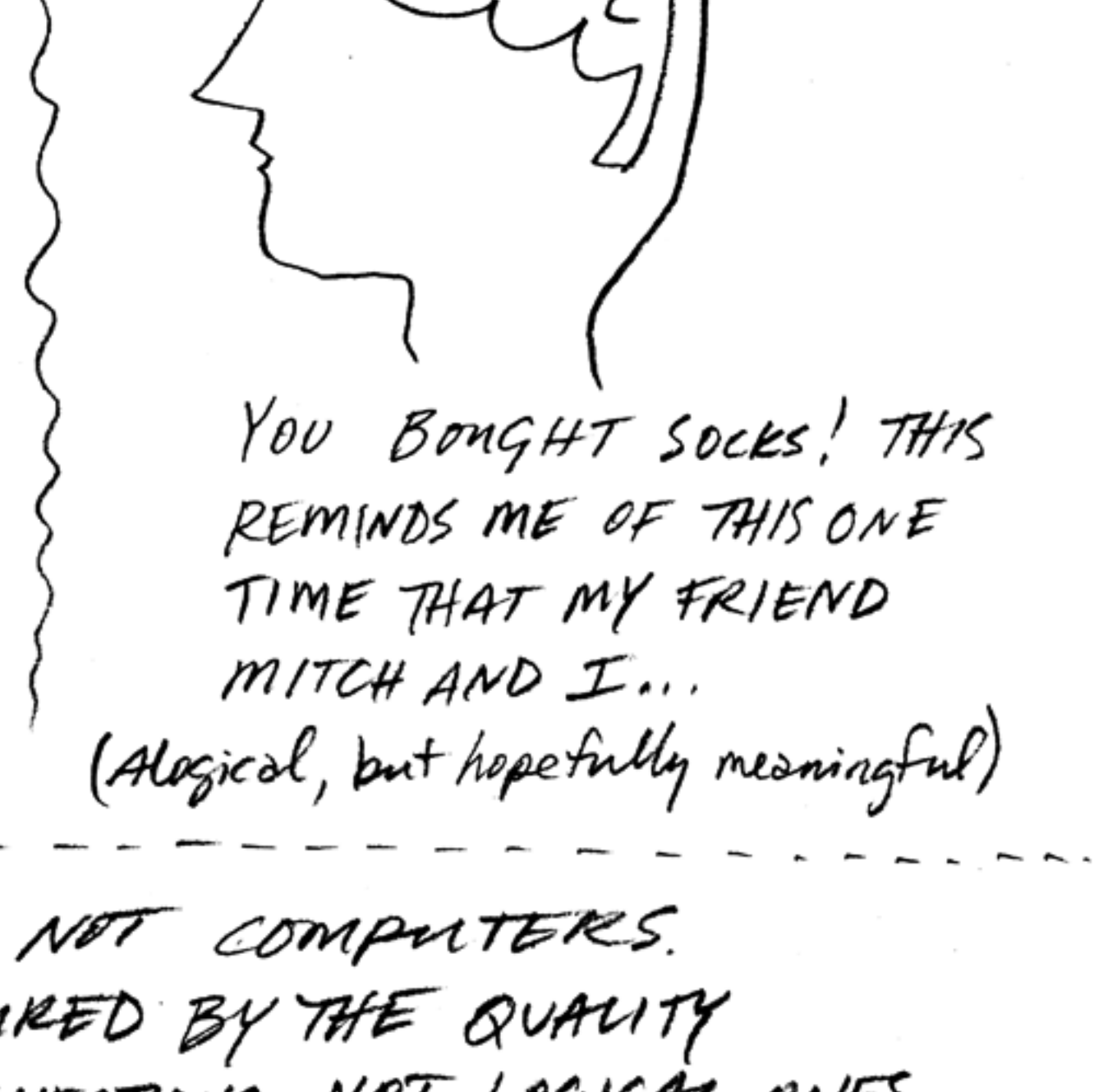
COMMONLY REFERRED TO AS Having an **IDEA** OR **BEING CREATIVE**

COMPUTERS & THE HUMAN BRAIN BOTH CONNECT THINGS.
COMPUTERS USE **LOGIC!** → YIELDS LOGICAL CONNECTIONS
PEOPLE USE **CREATIVITY!** → YIELDS **ALLOGICAL CONNECTIONS**

A COMPUTER'S BRAIN:



HUMAN BRAIN



OUR BRAINS ARE NOT COMPUTERS. EFFECTIVENESS IS MEASURED BY THE QUALITY OF THE ALLOGICAL CONNECTIONS, NOT LOGICAL ONES.

A POINT TO MAKE

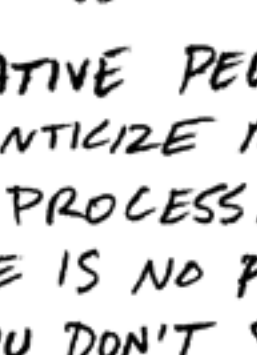


KILL YOUR TIMID NOTION OF CREATIVITY!

THIS MEANS:
• NO LIGHTNING BOLTS
• "INSPIRATION" IS A CRUTCH
• DROP & GIVE ME 50, WEAKLING!

STOP BEING A WEENIE & JUST GO MAKE SOMETHING. JUDGE ITS VALUE AFTER YOU FINISH & BEFORE YOU SHARE

AN OBSERVATION



CREATIVE PEOPLE ROMANTICIZE MISTAKES AND PROCESS. BUT THERE IS NO PROCESS IF YOU DON'T START.
NO ONE CRUMPLES A BLANK SHEET OF PAPER.

EVERY IDEA IS A COMBINATION OF OTHER IDEAS



CONNECTIONS MATTER!
• MAKE 'EM HIGH-QUALITY
• MAKE THE ONES COMPUTERS CAN'T (ALLOGICAL)

HOW TO HAVE AN IDEA!

IMPORTANT PREFACE

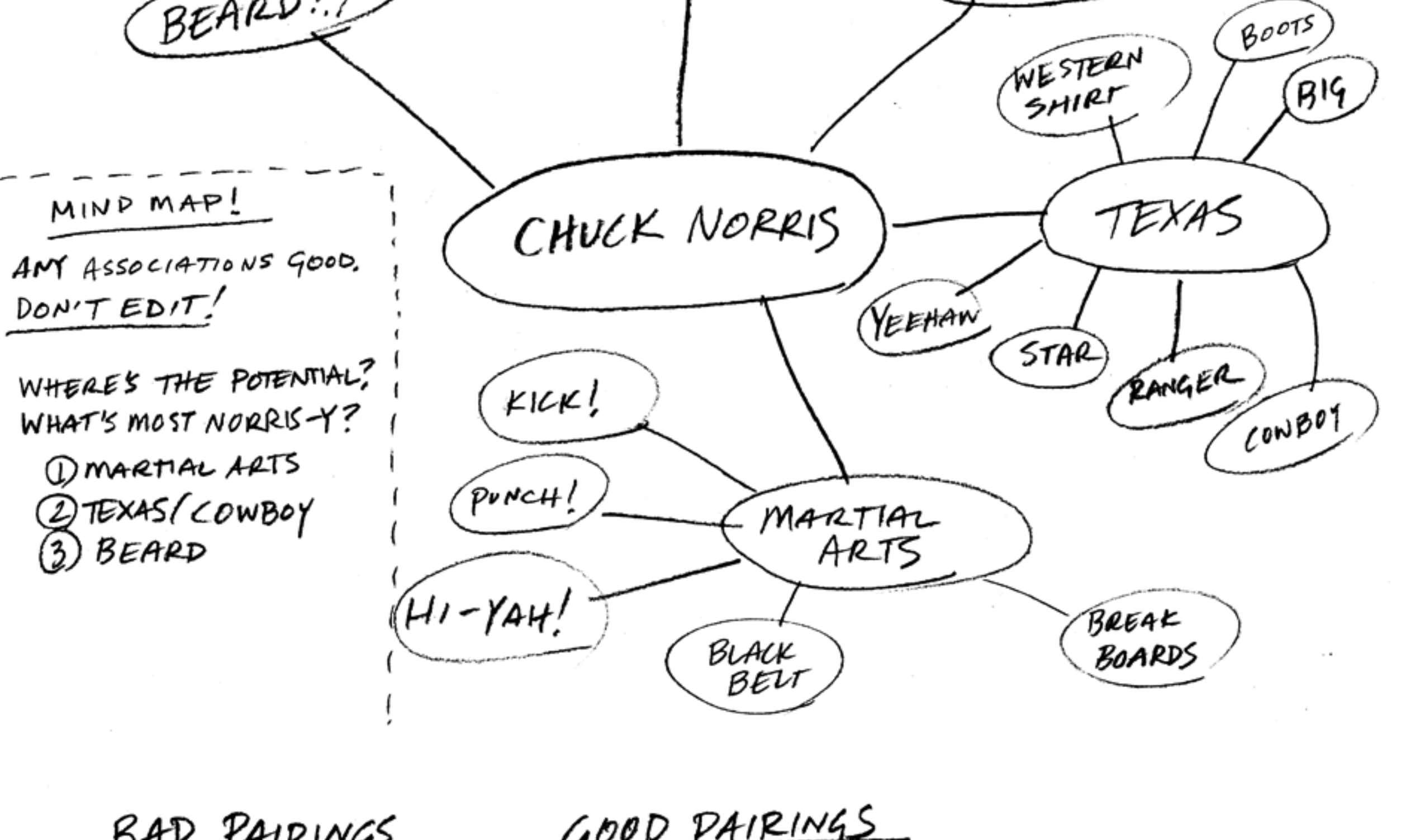
- USE WHAT YOU KNOW. PLAY OFF OF YOUR EXPERIENCES.
- START WITH THE SUBJECT. DON'T HAVE OTHER PEOPLE'S WORK OUT.
- SUITABILITY IS PARAMOUNT TO QUALITY.



ASK YOURSELF:

- WHAT DO I ALREADY KNOW ABOUT THE SUBJECT?
 - WHAT DO I ASSOCIATE WITH IT?
 - WHAT DO OTHER PEOPLE ASSOCIATE WITH IT?
- * DO RESEARCH IF NECESSARY, IT USUALLY IS!

"I'M WALKING INTO SPIDERWEBS."



MIND MAP!
ANY ASSOCIATIONS GOOD. DON'T EDIT!
WHERE'S THE POTENTIAL? WHAT'S MOST NORRIS-Y?
① MARTIAL ARTS
② TEXAS/COWBOY
③ BEARD

BAD PAIRINGS

LOCATED CLOSE TOGETHER ON THE MAP.
② KICKING & BREAKING BOARDS
SNOREFEST!
LOGICAL!

GOOD PAIRINGS

LOCATED FAR APART ON THE MIND MAP. ② MARTIAL ARTS & TEXAS.
REQUIRES YOU TO GO THRU CHUCK NORRIS ON THE MAP TO GET FROM ONE TO THE OTHER.

EUREKA!
ALOGICAL!



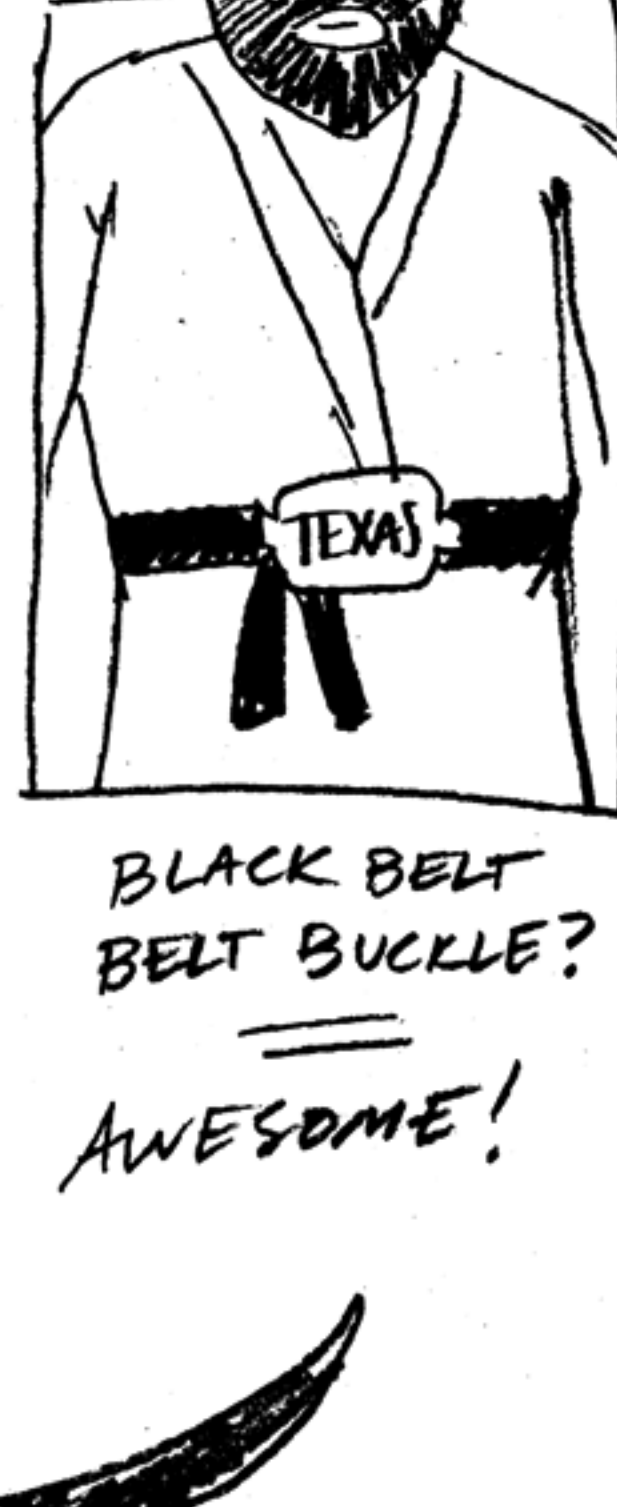
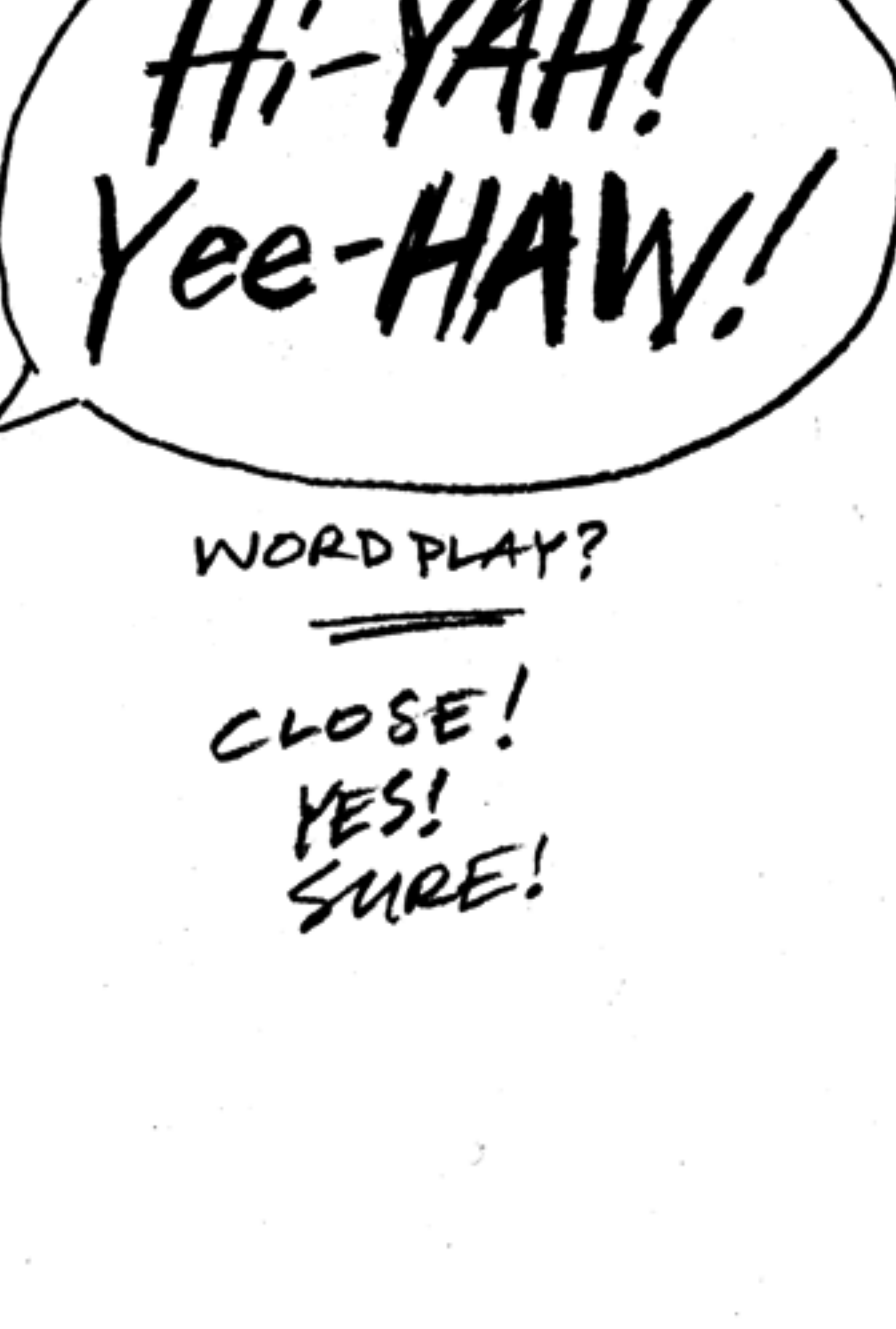
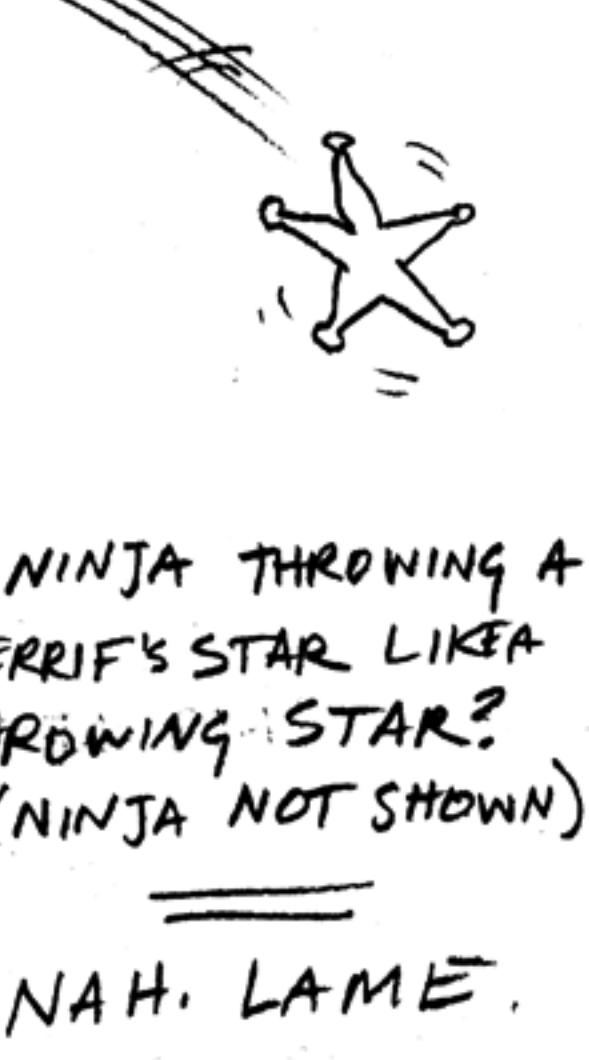
CHUCK NORRIS = MARTIAL ARTS + TEXAS

I CALL THIS THE ESSENCE OF THE IDEA.

BUT HOW DOES IT LOOK?

TIME TO PLAY!

WAYS TO COMBINE MARTIAL ARTS & TEXAS... HUM...



3 GOOD IDEAS!

BUT, MOST IMPORTANTLY...

THE BEST WAY TO HAVE A GOOD IDEA IS TO HAVE LOTS OF THEM!

THANKS FOR YOUR TIME.
- FRANK CHIMERO