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part of keeping this knowledge alive and relevant

a brilliant idea every 60 secondsintroduces a tested ideation and creative thinking methodology developed over the author s 36 year career as a creative communications professional and ideation expert this methodology and the associated tools are being applied in personal lives and professional careers helping people connect to their individual way of operating creatively this how to book on ideation focuses an individual s creative lens and makes the process of generating ideas highly tangible it is not simply about techniques it is also about understanding a context of personal individual creativity which allows individuals to more fully understand and embrace the brilliant ideation techniques most importantly it is about speed generating ideas right now the book is comprised of three components examining individual creativity understanding the nature of your individual creative process exploring how you think and operate creatively understanding how others think and operate creatively maximizing the way groups teams and think tanks work together creatively and reach their creative potential the ideation toolkit understanding the nine inherent values idea triggers and how they work to generate idea strings and actionable ideas the matrix of these inherent values makes the creative process and ideation tangible case studies examining over 30 case studies ranging from advertising campaigns and live events to problem solving situations and innovative product development

tips and techniques to build interactive learning into lecture classes have you ever looked out across your students only to find them staring at their computers or smartphones rather than listening attentively to you have you ever wondered what you could do to encourage students to resist distractions and focus on the information you are presenting have you ever wished you could help students become active learners as they listen to you lecture interactive lecturing is designed to help faculty members more effectively lecture this practical resource addresses such pertinent questions as how can lecture presentations be more engaging how can we help students learn actively during lecture instead of just sitting and passively listening the entire time renowned authors elizabeth f barkley and claire h major provide practical tips on creating and delivering engaging lectures as well as concrete techniques to help teachers ensure students are active and fully engaged participants in the learning process before during and after lecture presentations research shows that most college faculty still rely predominantly on traditional lectures as their preferred teaching technique however research also underscores the fact that more students fail lecture based courses than classes with active learning components interactive lecturing combines engaging presentation tips with active learning techniques specifically chosen to help students learn as they listen to a lecture it is a proven teaching and learning strategy that can be readily incorporated into every teacher s methods in addition to providing a synthesis of relevant contemporary research and theory on lecturing as it relates to teaching and learning this book features 53 tips on how to deliver engaging presentations and 32 techniques you can assign students to do to support their learning during your lecture the tips and techniques can be used across instructional methods and academic disciplines both onsite including small lectures and

large lecture halls as well as in online courses this book is a focused up to date resource that draws on collective wisdom from scholarship and practice it will become a well used and welcome addition for everyone dedicated to effective teaching in higher education

the volume focuses on epistemological theoretical and empirical issues of game based learning in various disciplines it encompasses questions of game design as well as instructional integration and organizational implementation of game based learning across various disciplines and includes contributions from different levels of the formal educational system i e primary secondary and tertiary education as well as contributions reporting the use of game based learning in informal learning settings the volume addresses scholars practitioners and students who are interested in how games and game based learning can be designed implemented and evaluated in a cross inter and transdisciplinary perspective

mentoring in formal and informal contexts is a collection of invited works on mentoring in the many contexts in which it exists working with ahea the editors identified authors that have demonstrated experience and or have published in this area the book is arranged thematically health care education the workplace etc and further sub themed as appropriate mentoring in formal and informal contexts is important because it fills a unique niche in the field of adult education extends the scope of ahea to a larger audience and offers a current volume for scholars and practitioners based on both research and practice based research the audience this collection is appropriate for a wide variety of professors researchers practitioners and students in the field of adult education

this is the second volume of the new conference series design computing and cognition dcc successor to the successful series artificial intelligence in design aid the conference theme of design computing and cognition recognizes not only the essential relationship between human cognitive processes as models of computation but also how models of computation inspire conceptual realizations of human cognition

as the main theme of improving complex systems today implies this book is intended to provide readers with a new perspective on concurrent engineering from the standpoint of systems engineering it can serve as a versatile tool to help readers to navigate the ever changing state of this particular field the primary focus of concurrent engineering was at first on bringing downstream information as far upstream as possible by introducing parallel processing in order to reduce time to market and to prevent errors at a later stage which would sometimes cause irrevocable damage up to now numerous new concepts methodologies and tools have been developed but over concurrent engineering s 20 year history the situation has changed extensively now industry has to work in the global marketplace and to cope with diversifying requirements and increasing complexities such globalization and diversification necessitate collaboration across different fields and across national boundaries thus the new concurrent engineering calls for a systems approach to gain global market competitiveness improving complex systems today provides a new insight into concurrent engineering today

contextual design design for life second edition describes the core techniques needed to

deliberately produce a compelling user experience contextual design was first invented in 1988 to drive a deep understanding of the user into the design process it has been used in a wide variety of industries and taught in universities all over the world until now the basic cd approach has needed little revision but with the wide adoption of handheld devices especially smartphones the way technology is integrated into people s lives has fundamentally changed contextual design v2 0 introduces both the classic cd techniques and the new techniques needed to design for life fulfilling core human motives while supporting activities this completely updated and revised edition is written in a clear informal style without excessive jargon and is the must have book for any ux design library users will find coverage of mobile devices and consumer and business products all illustrated with new examples case studies and discussions on how to use cd with the agile development and other project requirements methods provides tactics on how to gather detailed data on how people live work and use products helps develop a coherent picture of a whole user population presents tactics on how to use the seven cool concepts to support core human motives and generate new product concepts guided by user data ideation techniques and principles key to producing a compelling user experience explains how to structure the system and user interface to best support the user across place time and platform

introduces a new kind of documentation to those who are interested in the contemporary state of culture whether as critics as philosophers as teachers as psychologists or merely as curious persons provides a new technique for those who wish to discover for themselves what they think and feel about poetry and cognate matters and why they should like or dislike it prepares the way for more efficient educational methods in developing discrimination and the power to understand what we hear and read

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