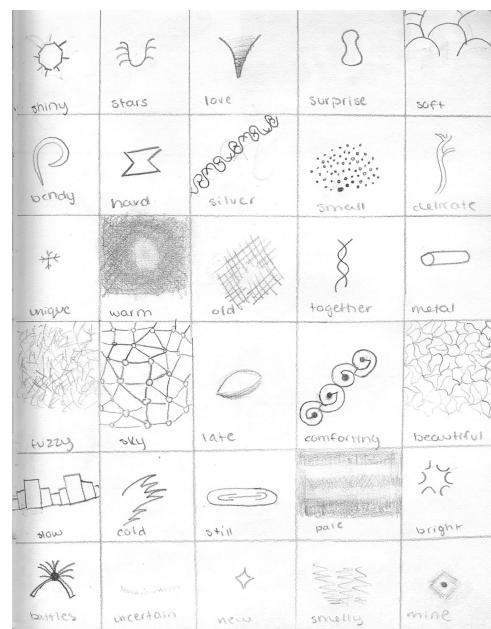
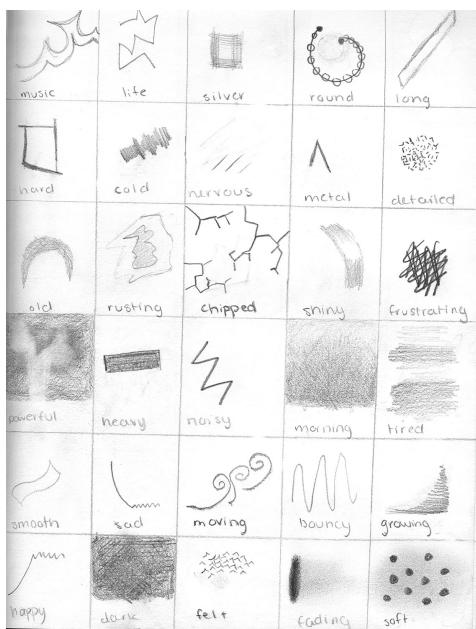


# Logic of Invention process

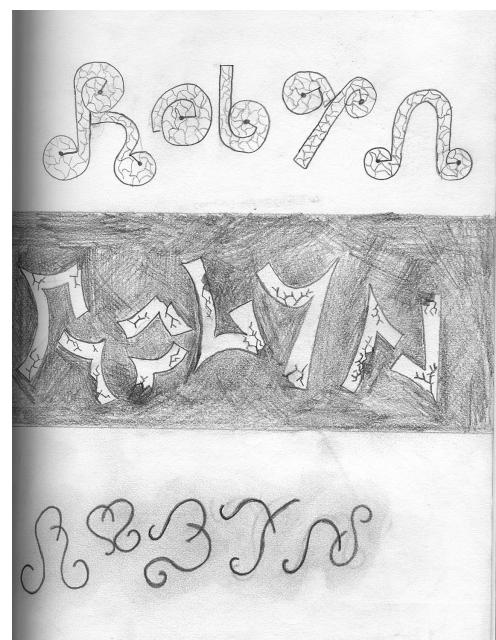
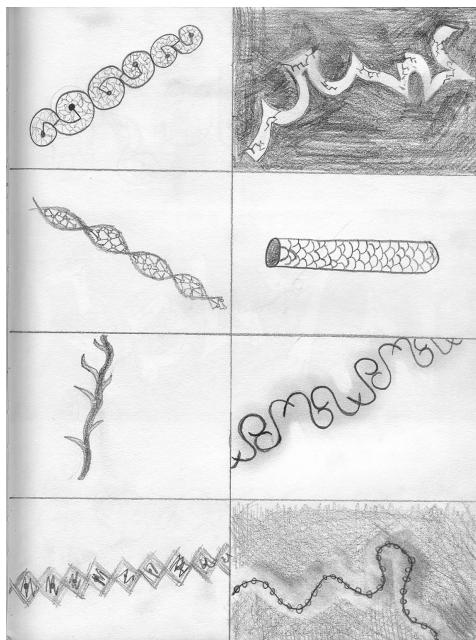
Adapted by Paul Syme  
 From Ulmer, G.(1994). *Heuristics: The Logic of invention.*  
 Baltimore, John Hopkins University Press.

1. CONTRAST: Take 2 concepts that speak of the subject. IF the subject is a person, take two different personal objects (i.e. a ring & keychain). If it is a school, maybe it is its mascot and community (Griffin in the Annapolis Valley)
2. ANALOGY: Make a list of concepts that derive from or describe each form.
3. THEORY: Juxtapose contrasting elements from each object or concept. Do this several times, contrasting various elements. This boosts ideation and unanticipated possibilities.
4. TARGET: Take select combinations and apply them. Here they become fonts.
5. TALE: what story do they tell when applied or put into action? What do they grow up into?

Object 1 & 2 are described and then expressed in a new way. Made visual in the instance as gestures. May be in different states for different applications.



Select combinations are made of contrasting elements from each list.  
 More than were needed were made to set up for best possible choices.



The Tale/ Tail comes from where these fonts are applied in a context / used as expressive tool of communication to stand for Robyn.

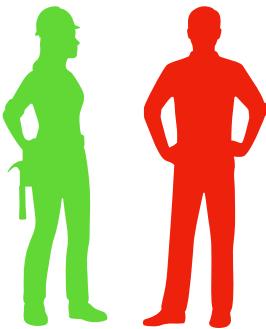
# Logic of Invention process

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## Contrast



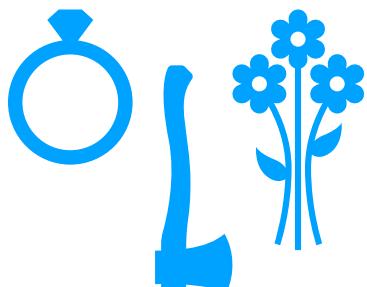
Identify two objects that are special to you, though each should have very different properties.



Each person, select a personal object that embodies some personal significance.

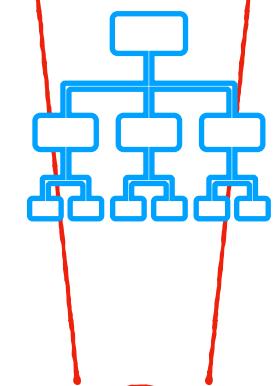


## Analogy



Generate a list of words (~30) for each that describe the object's form, nature, memory associations. Follow tangents.

These words, as they grow from an object that represents you, act as an analogy of you.



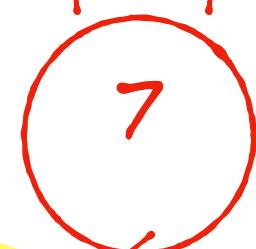
## Theory



Get together and look for words that contrast each other from each of your lists.

Make several attempts to combine these concepts.

Given the chance to work on you, the juxtaposition of these concepts will spark images in your mind.



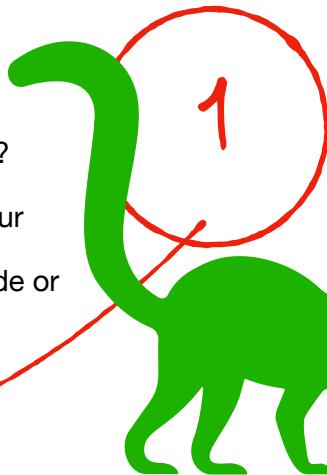
## Target



Take a couple of these concepts that generate novel imagery and apply it to serve a purpose. Perhaps it could be a new object for your kitchen or classroom? Imagine what purpose it could serve.

## tale/tail

What is the lasting story?  
What has changed?  
What difference does your invention make?  
Did it displace, push aside or make something else obsolete?



3

1