

HOW TO CATCH IDEAS

A surreal illustration depicting the concept of 'catching ideas'. A person stands on a dark, jagged cliff edge, holding a fishing rod with a long line that extends down into a dark, flowing stream. The stream is filled with numerous glowing lightbulbs of various sizes, representing ideas. The background features a dramatic sky with a bright orange and yellow sun or moon, dark blue clouds, and a large, leafless tree on the cliff. The overall style is artistic and metaphorical.

VLADIMIR TOMIN'S
NANOBOOK

**Life is too short,
so is my book!**

Introduction

An idea is the basis for any project. Catching ideas is fun and enjoyable, if you know how!
Here are 10 simple rules for successful idea catching.
No need to memorise those, they will soak themselves.



1

**Love
limitations**

Love limitations

Limitations are hurting my artistic freedom? Nope
Limitations will point me to the right direction? Yep

If you don't know where to start, start with limitations.
Limitations will significantly reduce the search area
and will generally speed things up.



2

Clean up

Clean up

Ideas need room!

If your head is filled with garbage, there is no way to squeeze new ideas in there.

If there is plenty of room in your head, new ideas will gladly come in on their own.



3

**Fertilise
the soil**

Fertilise the soil

Do your research, but don't keep it all in your head.
When the time is right new info will surface itself.



4

Combine

Combine

Fragments of ideas can be as useful as whole ideas. Combine different fragments with each other to see if it works. Best ideas are born from combinations of very different stuff.

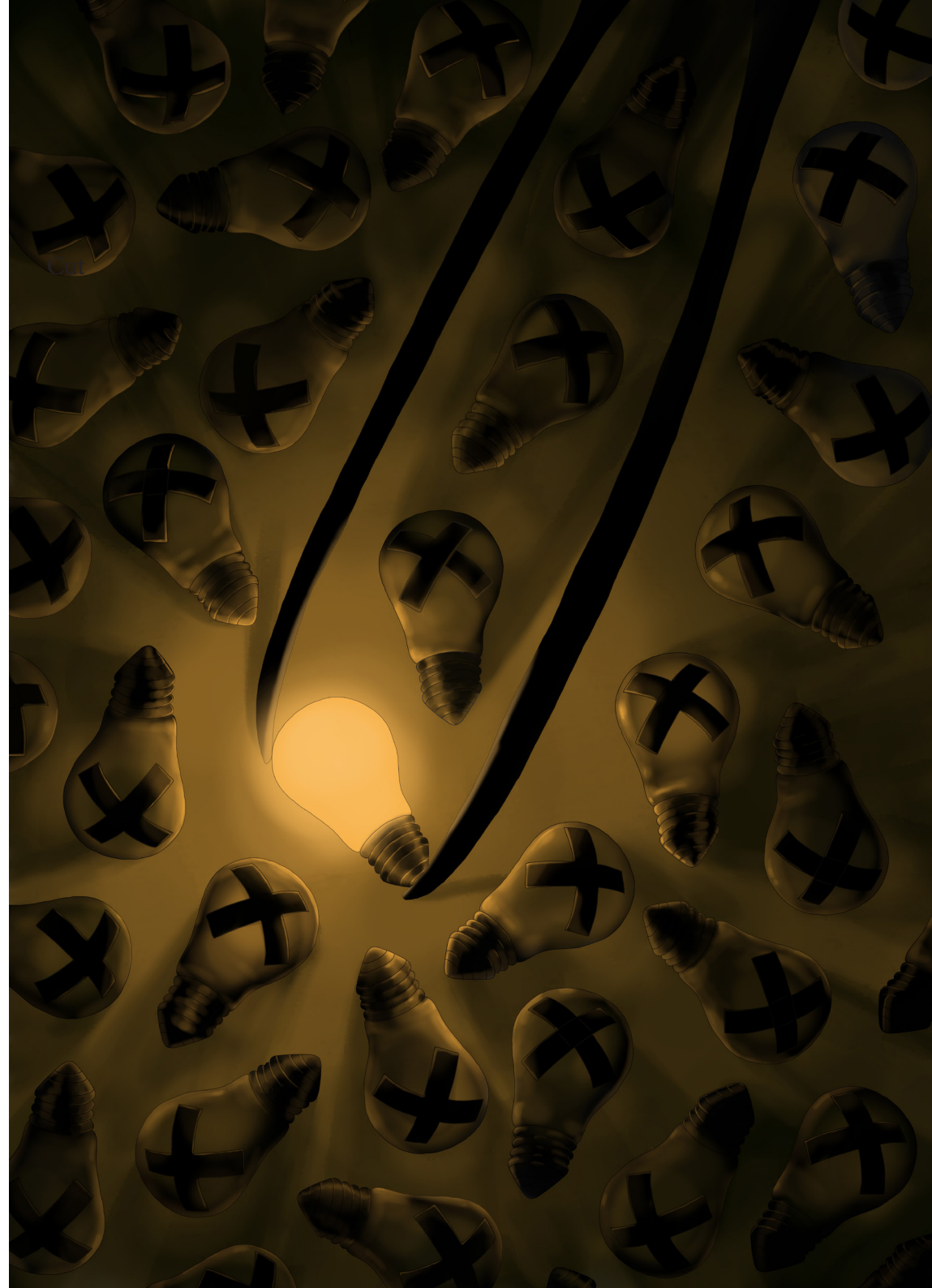


5

Cut

Cut

An ability to cut dozens of bad idea and spot only the good ones is very important skill to have. Develop it! Bad ideas will waste your time and will block good ideas from developing. Be ruthless!

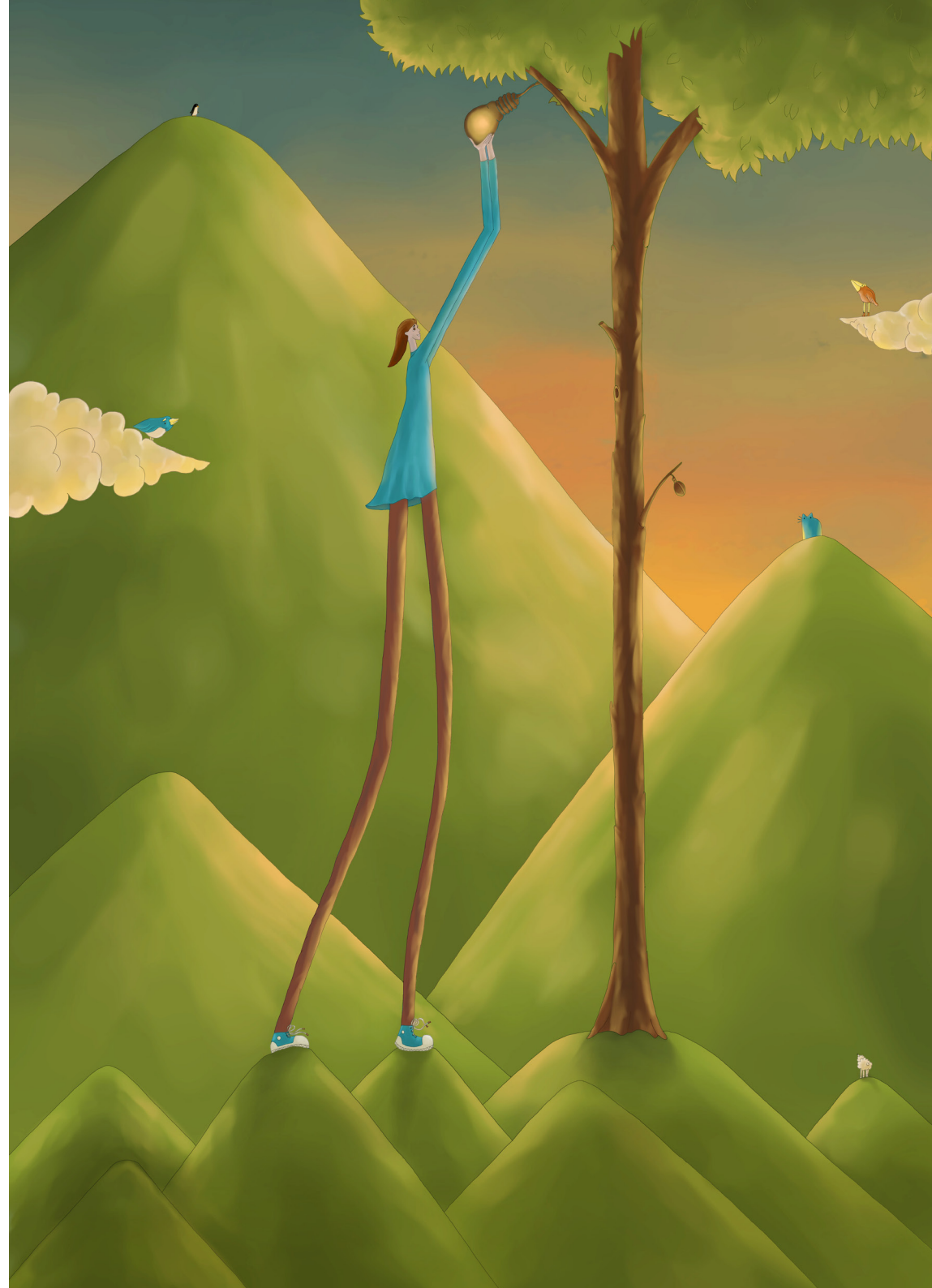


6

**Study
yourself**

Study yourself

On commercial projects play to your strengths. Study yourself, your arsenal!



7

**Study
yourself**

Study yourself

On personal projects improve on your weaknesses.
Study new, your potential!



8

**Listen to the
paper**

Listen to the paper

Take blank sheet of paper. Draw a frame on it and look. Soon enough the paper will give you a solution. Paper can talk, all you need is listen.



9

**Sketch
sloppily**

Sketch sloppily

When sketching sloppily, every small dash can become big idea, just like figures in the clouds.



10

Push

Push

Improve on finished ideas. Any ok idea can become good, any good idea can become great!



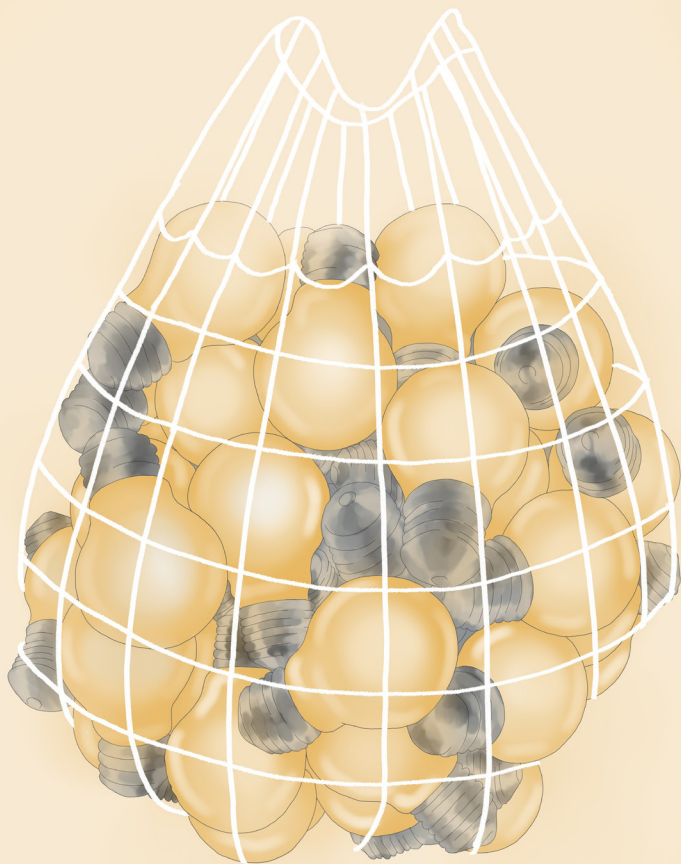
11

**Touch of
an angel**

Touch of an angel

Sometimes simple mistake changes the whole project. If the project worsen – just hit “UNDO”. If the project became elusively better, press “SAVE” as fast as you can and don’t forget to say “Thanks!”. An ability to see new opportunity in an error is priceless!





Thanks!