

AVI4M Introductory Activity: SYNECTICS






Synecotics Definition


- The term *Synecotics* is from the Greek word *synectikos*, which means “bringing forth together,” or “bringing different things into unified connection.”
- Synectics is about making connections.

Since creativity involves the changing of things into new structures, every creative thought or action draws on synectic thinking.





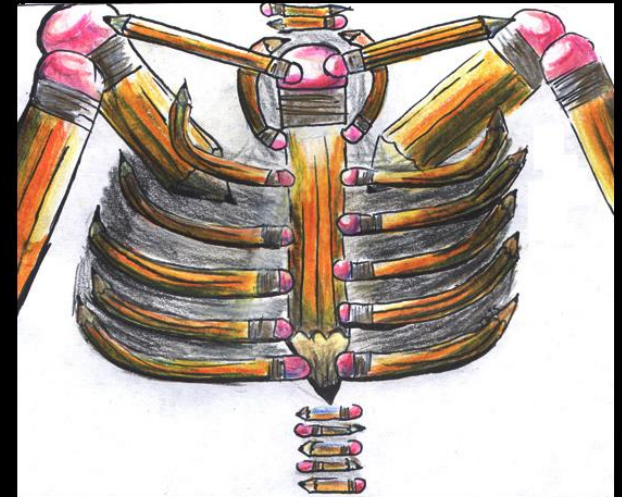
Synectic thinking is the process of discovering the links that unite seemingly disconnected elements.



Synectics mobilizes both sides of the brain, the right brain (the dreamer), and the left brain (the reasoner).

It is a way of mentally taking things apart and putting them together to furnish new insight for all types of problems.

Repeat: a shape, colour, form, image, or idea, echo



Combine

- Bring things together, link, arrange, unify, merge

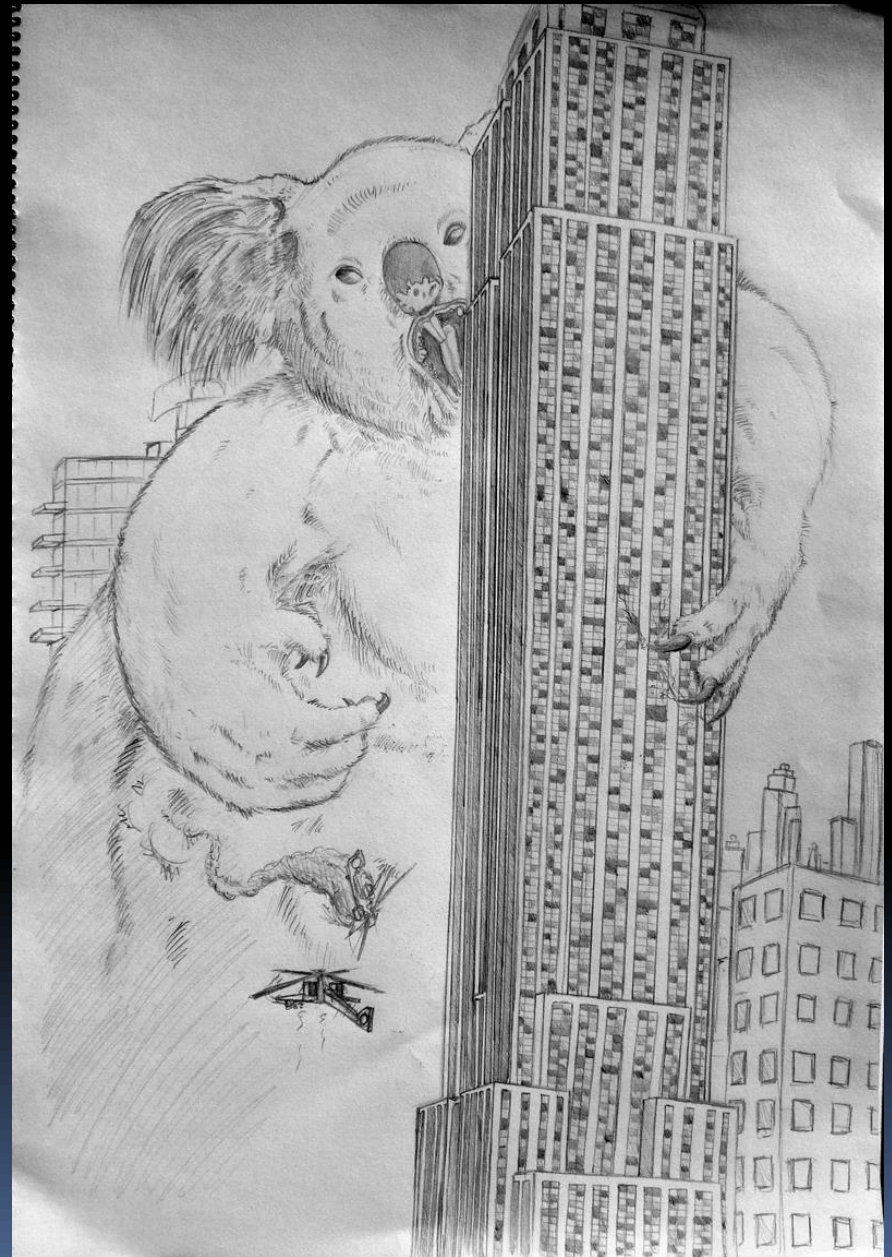


Superimpose: overlap, cover



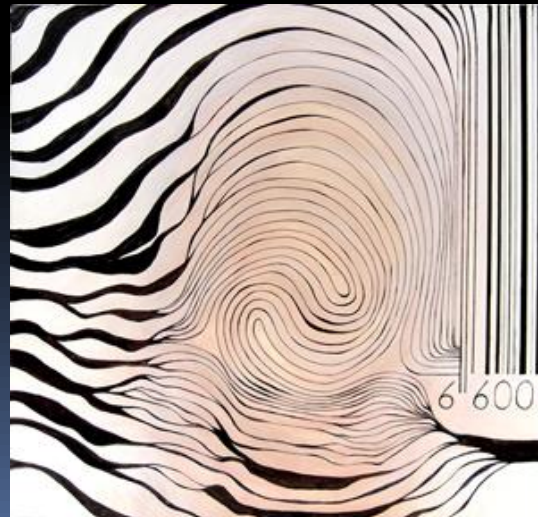
Change Scale

- Change proportions, dimensions



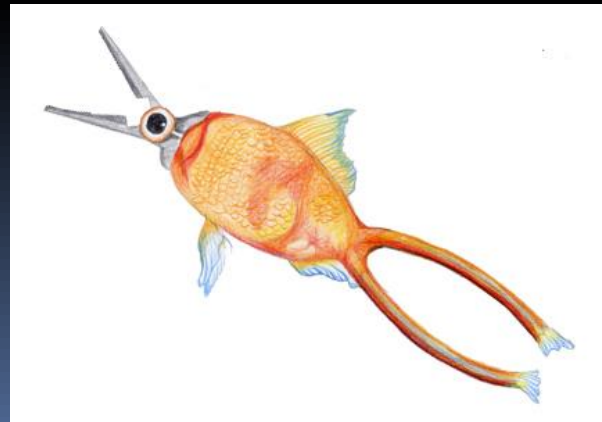
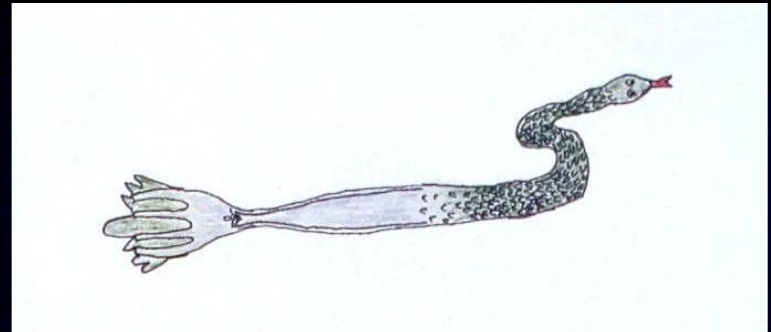
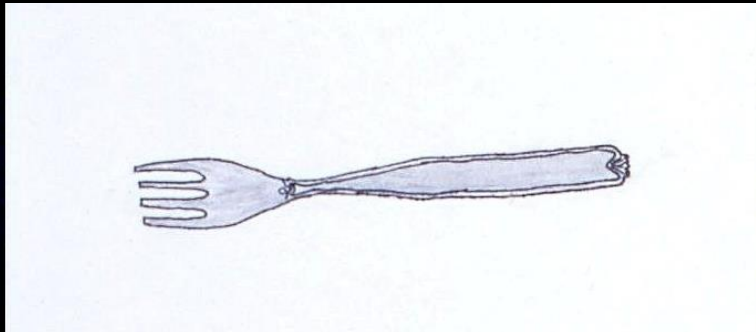
Distort

- Twist subject out of its true shape, proportion or meaning, make imagined or actual distortions, make it longer, wider, fatter, narrower, melt, crush, bury, crack, tear, torture, etc



Disguise

- Camouflage, conceal, deceive, hide, implant







Your Task 😊

- Create a synectic art piece that creatively and effectively combines 3 seemingly unrelated things.
- Consider the Elements and Principles of Design as well as your overall composition.
- You may use any drawing medium.
- Be prepared to discuss your work on Friday!