**Getting to a Visual Metaphor that Rocks**

Picking the right visual metaphor and bringing it to life can be challenging. Either because the concept being visualized is very complex and abstract OR because it is so simple and common that every visual is a total cliché.

So how do you break the bounds of cliché AND succeed at complexity?

* Brainstorming from many directions
* Allowing yourself to go on tangents
* Embracing bad ideas

1. Identify the key word(s) that you need to visualize
2. Create word lists
   * Think of metaphors
   * Use your visual thinking (memories, films, photo albums, etc.)
   * Think beyond the visual (smells, songs, etc.)
3. Combine the winning words (if more than one) into a cohesive image that you can make or find (and alter as needed if you can’t find it)

Here is our concept:

**“Minimum wage buys you 25% less gas today than in 1978.”**

What are the key words that you need to visualize? Circle the one that you think will be EASIEST to visualize.

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Write down AS MANY DIFFERENT WORDS, IMAGES, FEELINGS, PEOPLE, SONGS, MOVIES, EMOTIONS….WHATEVER…THAT YOU CAN THINK OF THAT APPLIES IN ANY WAY WHATSOVER TO THAT SENTENCE.

Summarize the best ideas into one sentence description of the PERFECT image that captures the concept. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Search Thinkstock.com, Google Images, Wikimedia Commons, Flickr for that image. Adjust your search as needed to get as close as you can to something that will work. You may need to throw out “perfect” in exchange for “good” by simplifying/genericizing your idea. Remember that capturing ONE WORD may be enough.

Share your final image here (describe it, save the URL, draw it…)