



Innovation Images

EXPERIENTIAL
LEARNING

DESIGN

Facilitator Notes: Card 1

Activity Overview

A set of activities to illustrate a variety of aspects of learning, remembering and thinking creatively

This is a set of simple but carefully selected images that can be used for a large number of different learning activities.

Learning Objectives

- To demonstrate the value of collaborative learning
- To understand the value of clustering in improving retention of information
- To use the concept of 'forced connections' in generating creative solutions
- To use as 'random picture' stimuli in creative thinking



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Facilitator Notes: Card 2

Activity Materials

Each pack of Innovation Images cards includes:

- 48 Innovation Image cards
- 2 facilitator notes cards
- 6 facilitator cards with suggestions of activities and learning points

The materials can be used by individuals, and small or large groups depending upon the facilitator's choice of activity.

Activity Timescale

Each activity has a suggested time-scale on it. These are guidelines only – there is scope for considerable flexibility.

Working through the full sequence of activities, with time for reflection between them, should take about 60 minutes



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Facilitator Notes: Activity 1

Memory Activity

The most basic level of learning, and the base layer of Bloom's Taxonomy of Learning, is REMEMBERING. The retention of information, and the need to create strategies for accessing it, is an important element in learning and in being assessed.

This activity illustrates how creating sets, groups or clusters of information and identifying those by using a common title, supports short and long term retention.

Activity Instructions (allow 15 minutes for this activity)



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Facilitator Notes: Activity 1 (cont.)

Memory Activity

Learning Points and example review questions

This activity can be used to illustrate the following points about memory.

1. We tend to remember the first and last things that we are told or that we see: this is known as the "Primacy/Recency" effect.

- What are the implications of this for someone giving instructions, a team briefing or when delegating responsibility?
- What are the implications of this when preparing or delivering a presentation?
- What are the implications of this in a sales situation?