

Creative Matrix Adapted from a model developed by the LUMA Institute



RECONNECTLEARNING
2014 OPEN BADGES SUMMIT

quickly generate scads of badge project ideas!

OBJECTIVE

Generate a wide swath of ideas in a short period of time and encourage the cross-pollination of ideas. Each cell represents the intersection of two categories and a potential area where a badge project can be developed. The first column represents tools that enable innovation. Across the top, you will see three categories: Issuers, Earners, and Endorsers/Acceptors. Try to generate as many project ideas as possible!

INSTRUCTIONS

Use the matrix below to generate project ideas. Think of projects that can be created at the intersection of each column and each row. Write your ideas in the blank cells that correspond to the headings on the top and left.

Once you have generated a substantial amount of ideas, take those ideas and use them in the next activity: the NUF Test!

	More Issuers	More Earners	More Endorsers/ Acceptors
Tech Tools			
Messaging			
Research			
Policy			
wildcard			