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a brilliant idea every 60 secondsintroduces a tested ideation and creative thinking methodology developed over the author s 36 year career as a creative communications professional and ideation expert this methodology and the associated tools are being applied in personal lives and professional careers helping people connect to their individual way of operating creatively this how to book on ideation focuses an individual s creative lens and makes the process of generating ideas highly tangible it is not simply about techniques it is also about understanding a context of personal individual creativity which allows individuals to more fully understand and embrace the brilliant ideation techniques most importantly it is about speed generating ideas right now the book is comprised of three components examining individual creativity understanding the nature of your individual creative process exploring how you think and operate creatively understanding how others think and operate creatively maximizing the way groups teams and think tanks work together creatively and reach their creative potential the ideation toolkit understanding the nine inherent values idea triggers and how they work to generate idea strings and actionable ideas the matrix of these inherent values makes the creative process and ideation tangible case studies examining over 30 case studies ranging from advertising campaigns and live events to problem solving situations and innovative product development

the volume focuses on epistemological theoretical and empirical issues of game based learning in various disciplines it encompasses questions of game design as well as instructional integration and organizational implementation of game based learning across various disciplines and includes contributions from different levels of the formal educational system i e primary secondary and tertiary education as well as contributions reporting the use of game based learning in informal learning settings the volume addresses scholars practitioners and students who are interested in how games and game based learning can be designed implemented and evaluated in a cross inter and transdisciplinary perspective

tips and techniques to build interactive learning into lecture classes have you ever looked out across your students only to find them staring at their computers or smartphones rather than listening attentively to you have you ever wondered what you could do to encourage students to resist distractions and focus on the information you are presenting have you ever wished you could help students become active learners as they listen to you lecture interactive lecturing is designed to help faculty members more effectively lecture this practical resource addresses such pertinent questions as how can lecture presentations be more engaging how can we help students learn actively during lecture instead of just sitting and passively listening the entire time renowned authors

elizabeth f barkley and claire h major provide practical tips on creating and delivering engaging lectures as well as concrete techniques to help teachers ensure students are active and fully engaged participants in the learning process before during and after lecture presentations research shows that most college faculty still rely predominantly on traditional lectures as their preferred teaching technique however research also underscores the fact that more students fail lecture based courses than classes with active learning components interactive lecturing combines engaging presentation tips with active learning techniques specifically chosen to help students learn as they listen to a lecture it is a proven teaching and learning strategy that can be readily incorporated into every teacher s methods in addition to providing a synthesis of relevant contemporary research and theory on lecturing as it relates to teaching and learning this book features 53 tips on how to deliver engaging presentations and 32 techniques you can assign students to do to support their learning during your lecture the tips and techniques can be used across instructional methods and academic disciplines both onsite including small lectures and large lecture halls as well as in online courses this book is a focused up to date resource that draws on collective wisdom from scholarship and practice it will become a well used and welcome addition for everyone dedicated to effective teaching in higher education

mentoring in formal and informal contexts is a collection of invited works on mentoring in the many contexts in which it exists working with ahea the editors identified authors that have demonstrated experience and or have published in this area the book is arranged thematically health care education the workplace etc and further sub themed as appropriate mentoring in formal and informal contexts is important because it fills a unique niche in the field of adult education extends the scope of ahea to a larger audience and offers a current volume for scholars and practitioners based on both research and practice based research the audience this collection is appropriate for a wide variety of professors researchers practitioners and students in the field of adult education

contextual design design for life second edition describes the core techniques needed to deliberately produce a compelling user experience contextual design was first invented in 1988 to drive a deep understanding of the user into the design process it has been used in a wide variety of industries and taught in universities all over the world until now the basic cd approach has needed little revision but with the wide adoption of handheld devices especially smartphones the way technology is integrated into people s lives has fundamentally changed contextual design v2 0 introduces both the classic cd techniques and the new techniques needed to design for life fulfilling core human motives while supporting activities this completely updated and revised edition is written in a clear informal style without excessive jargon and is the must have book for any ux design library users will find coverage of mobile devices and consumer and business products

all illustrated with new examples case studies and discussions on how to use cd with the agile development and other project requirements methods provides tactics on how to gather detailed data on how people live work and use products helps develop a coherent picture of a whole user population presents tactics on how to use the seven cool concepts to support core human motives and generate new product concepts guided by user data ideation techniques and principles key to producing a compelling user experience explains how to structure the system and user interface to best support the user across place time and platform

as the main theme of improving complex systems today implies this book is intended to provide readers with a new perspective on concurrent engineering from the standpoint of systems engineering it can serve as a versatile tool to help readers to navigate the ever changing state of this particular field the primary focus of concurrent engineering was at first on bringing downstream information as far upstream as possible by introducing parallel processing in order to reduce time to market and to prevent errors at a later stage which would sometimes cause irrevocable damage up to now numerous new concepts methodologies and tools have been developed but over concurrent engineering s 20 year history the situation has changed extensively now industry has to work in the global marketplace and to cope with diversifying requirements and increasing complexities such globalization and diversification necessitate collaboration across different fields and across national boundaries thus the new concurrent engineering calls for a systems approach to gain global market competitiveness improving complex systems today provides a new insight into concurrent engineering today

in context is an intermediate level integrated reading text which combines high interest contemporary topics with comprehensive skill strategy practice

fostering human development through engineering and technology education ete is a collaborative work offered to students scholars researchers decision makers curriculum developers and educators interested in the rich learning opportunities afforded by engineering and technology education this book provides perspective about the roles ete might uniquely play in applying contemporary pedagogical practices to enhance students intellectual cognitive and social skills in the service of promoting equitable and sustainable human development education about engineering and technology has become an imperative for all people due to the exponential rate of technological change the impact of globalization on culture and economy and the essential contributions engineering and technology make in addressing global and environmental challenges many of today s students wish to use their education to influence the future and school based engineering and technology education programs meet the needs of these millennial students who are civic minded team oriented and want to make a difference

therefore support has been rapidly increasing for the establishment of school based engineering and technology education ete programs in many countries across the globe chapters in this book provide discussion about dimensions of learning capabilities concepts and skills for third millennial learners culturally relevant learning through ete and the promise of new pedagogies such as gaming and other project based learning approaches in our digitally connected world the author team includes renowned educational theorists cognitive scientists scientists and engineers instructional designers expert practitioners and researchers who have coalesced best practice and contemporary thought from seven countries

provides a step by step blueprint of cultural dynamics defining the boundaries between matter and life life and culture and animal culture versus human culture with all these basic concepts the author sets the stage for a renewal of anthropological enquiry

the study of the effects of context defined here as a geographically bounded social unit on individuals is a new and rapidly developing field this unique volume reviews this development both quantitatively and qualitatively examines how and why individual political behavior can be influenced by various contextual characteristics of the locality in which the individual resides and proposes a conceptual framework to guide future research a separate chapter is devoted to exploring methodological problems unique to this field of study this is the first study to integrate and synthesize the diverse existing research and to provide an overall approach to the field while the authors conclusions do not contradict the dominant views in the field they do challenge prevailing emphases and approaches stressing the importance of structural and global effects the utility of an information flow approach to contextual effects and new methodological strategies even readers without strong statistical backgrounds will find this volume both accessible and informative the volume first reviews the history of contextual studies defining contextual analysis and offering a taxonomy of contextual effects and then reviews relevant literature to integrate compare and assess the range of empirical work in the field chapter three constructs an overarching approach to the study of context based on the concept of information flow and is followed by a discussion of the methodological difficulties that have made the study of contextual effects a contentious one the increasingly important area of modeling contextual effects is reviewed next and directions for future research are suggested the final chapter looks at several understudied areas in contextual effects that could benefit from scholarly attention though scholarly this readable volume is aimed at a broad audience and will be of particular interest to those concerned with political behavior including political scientists sociologists urbanologists geographers and social psychologists

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