

Bernstein
Design
Associates

What if? Study Cards

Subtract

Simplify, omit, remove elements.
What rule can you break?

Repeat

Repeat a color, form, shape, idea.
Restate, echo, duplicate in
some way.

Combine

Bring things together. Connect,
link, unify, mix, merge, rearrange.
Combine ideas, materials,
technologies.

Add

Extend, expand, supplement.
Magnify your reference matter;
make it bigger.

Transfer

Move your subject into a new
situation, environment, or context.
Adapt, relocate, dislocate to a
new environment.

Sympathize

Relate to your subject. Put
yourself in its shoes. Think of it
as having human qualities.

Animate

Bring life to inanimate subjects
(having human qualities).
Apply repetition, progression,
narration.

Superimpose

Overlap, cover, overlay.
Superimpose dissimilar images
or ideas. Combine sensory
perceptions (sound/color, etc.).
Combine different point of view
synchronistically.

Change Size

Make subject bigger or smaller.
Change proportion relative size.

Substitute

Exchange, switch, replace.
What other ideas, images, etc.
can be substituted?

Isolate

Separate, set apart, crop, detach.
Use only parts. What elements
can you detach or focus on?