

Phase 2: Naming

<https://acmgd.info/gd3/project-1-phase-2/>

Brainstorming Exercises

When naming a product, organization/company, service, campaign, or event, you should consider it as the seed that gives rise to your brand. It can reinforce the brand's values and create an instant cognitive connection with your audience.

During these brainstorming exercises:

- determine what your name needs to accomplish
- decide how it will work with an existing product, service, belief, activity, or skill
- determine what kind of name to develop: descriptive, invented, expressive...
- develop objective criteria to evaluate the names you generate



List

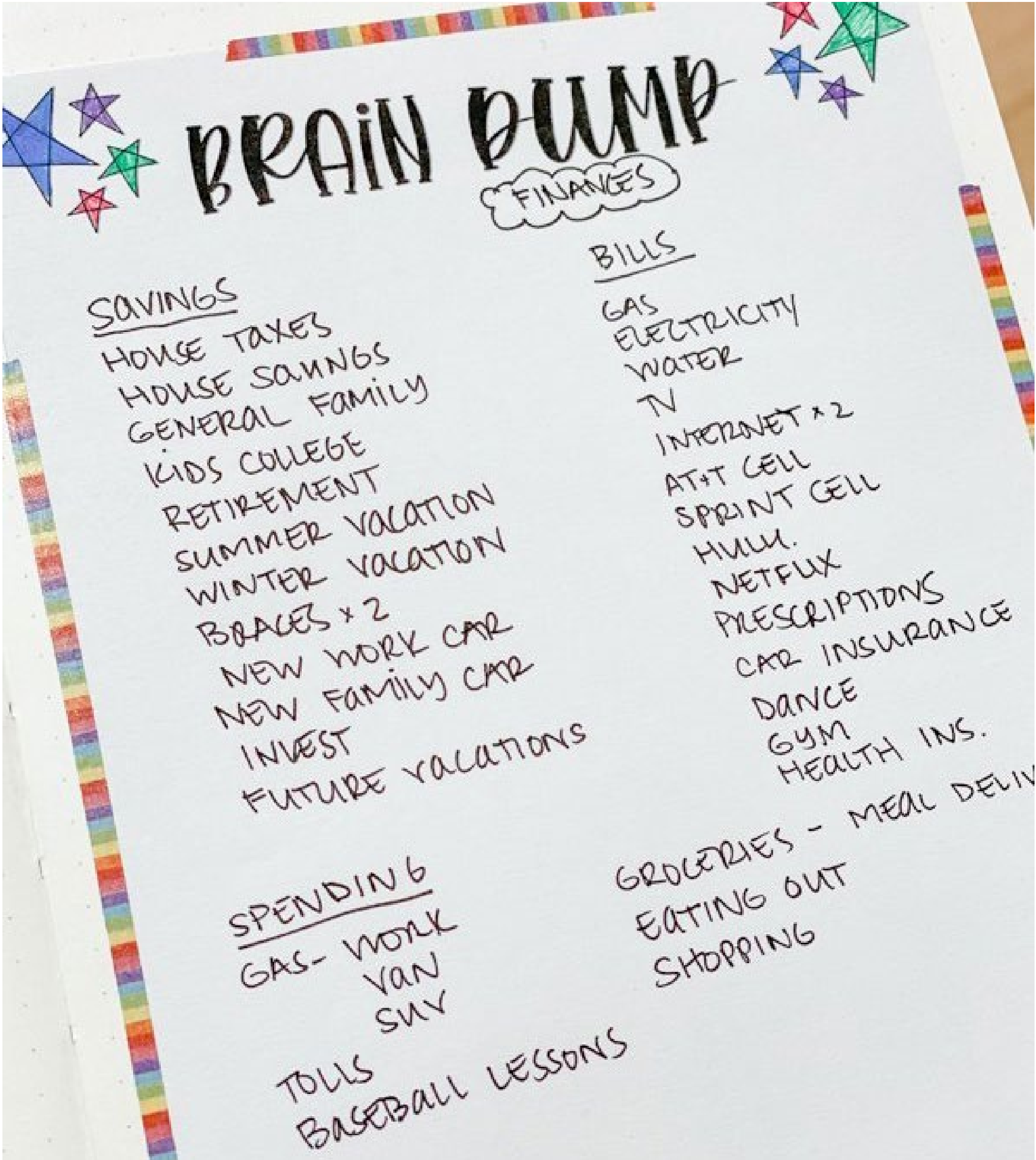
Braindump

BRAINDUMP LIST

Write down every name that's already occurred to you; favorites, puns, names of things you love, the “perfect” idea you had five minutes ago. Nothing is too obvious or embarrassing.

Why it works: early ideas anchor you, even mediocre ones. Getting them onto paper frees you to move past them instead of unconsciously circling back later.

GOOD FOR: CLEARING BIAS, GETTING OBVIOUS IDEAS OUT OF THE WAY



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**E - E -
ASSOCIATION**

FREE - ASSOCIATION

Ask: if this had a superpower, what would it be? What flavor, sound, place, or feeling captures it? Let your mind wander from the core idea without judging where it lands.

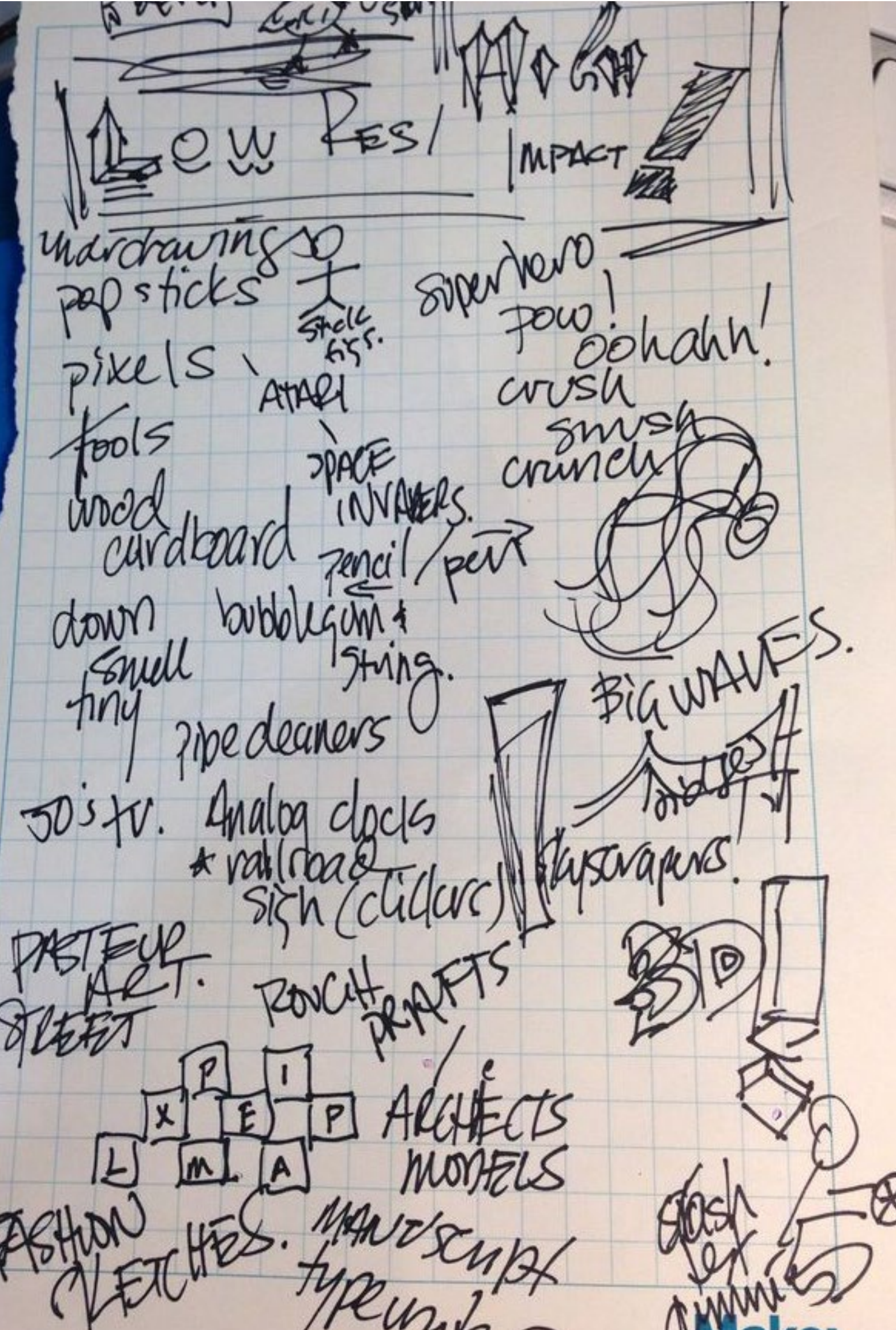
Use whatever format fits you, post-its, a running list, sketches, even talking it out loud and writing down what you said.

GOOD FOR: THINKERS WHO WORK BEST LOOSELY, SENSORIALLY, OR INTUITIVELY

FREE - ASSOCIATION

Starter prompts if you're stuck:

- What would this feel like at 11pm vs. 11am?
- What's the one sensory detail (smell, sound, texture) that defines it?
- If a stranger described it in one word, what word would surprise you?



What are the first four ideas that come to mind when you hear the term 'brain research'?

Please express what comes to mind using words and/or drawings, putting each idea in a single box. There are no correct or incorrect answers, I am simply interested in what you associate with brain research.

	BRAIN MIND. SPIRIT ABSTRACT. Cosmos B/ ATOMS
	(ROSS TESTUORI) UNMOSE 

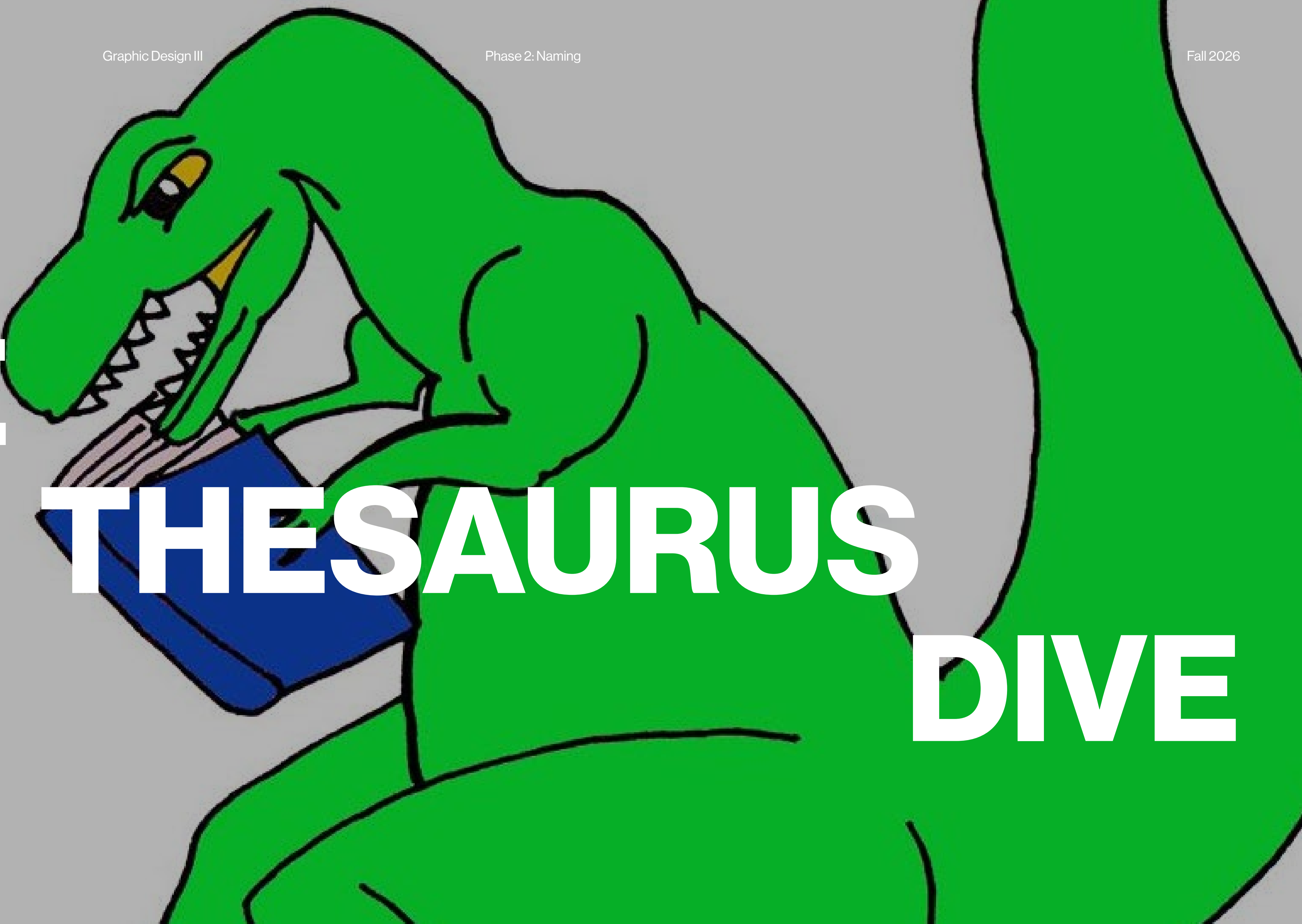
MIND

MAPPING

CONCEPT CLOUD

Put your core idea at the center of a page. Build a map that radiates outward. Every branch a related word, image, or association. Look for unexpected places where two branches cross, that intersection is often where the most interesting names live.

GOOD FOR: VISUAL AND SYSTEMS THINKERS



THE THESAURUS DIVE

THE THESAURUS DIVE

Look up synonyms for your theme, your unique selling point, or the core feeling you're after. Cross-reference lists from different angles—literal, emotional, cultural, and combine words across lists to build composite or invented names.

GOOD FOR: LANGUAGE-DRIVEN THINKERS WHO LIKE PRECISION

dive

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divergence

divergent

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Dictionary

Thesaurus

Apple

Wikipedia

dive

verb

1

they strip off and dive into the clear water | the plane was diving toward the ground. **PLUNGE**, plummet, nosedive, descend, jump, fall, drop, swoop, pitch, bellyflop.

2

the islanders dive for oysters. **SWIM UNDER WATER**, go under water, submerge, sink; snorkel, scuba dive.

3

he opened fire, forcing them to dive for cover. **LEAP**, jump, lunge, launch oneself, throw oneself, go headlong, bolt, dart, dash, rush, scurry; duck, dodge.

noun

1

he made daredevil dives into the pool. **PLUNGE**, plummet, nosedive, descent, jump, fall, drop, swoop, pitch, bellyflop; *archaic* plump.

2

she made a sideways dive between a couple of stalls. **LUNGE**, spring, jump, leap, bolt, dart, dash, dodge.

3

informal John got into a fight in some dive. **SLEAZY BAR**, sleazy nightclub, drinking den; *informal* drinking joint, seedy joint, dump, hole.



SOCIAL TESTING

SOCIAL TESTING

Narrow to your top 5. Say them out loud. Picture them on a sign, a ticket, a hashtag. Share the list with someone else (without explaining your thinking) and ask for their honest first reaction. If your favorite matches theirs, you may be on to something.

GOOD FOR: PRESSURE-TESTING NAMES ONCE YOU HAVE A SHORTLIST

PUTTING IT TOGETHER

You don't need to use every method. A visual thinker might jump from Concept Mapping straight to Social Testing. A language-lover might spend most of their time in the Thesaurus Dive. What matters is that by the end, you can put your top 2–3 names in front of someone else and explain why each one accomplishes what you set out to do.

HOMEWORK

1. Write your top five names
2. Share your process and ask two people to do the same.
3. Remember, if there are repetition of names in that selection, that is a good sign!
4. Be ready to share your brainstorming and a shortlist of names with the class (2–3)