



# IDEA

## Serious game for creative thinking techniques



### General description:

---

In 1519, the creative genius, Leonardo Da Vinci, hid his last and most valuable work of art just weeks before his death. For centuries, this amazing piece has laid hidden from humanity in the medieval city of Amboise.

In this game, students become Dr. Niccolo Ferrara, an art professor at the University of Florence. Through his research, Dr. Ferrar discovers the existence of a mysterious piece of art and sets off on a passionate search to discover its whereabouts.

Throughout this adventure, the protagonist will have to go through a wide array of creativity-related challenges. Da Vinci designed a complex system of clues leading to a work of art that, when discovered, will make history.

### Characteristics:

---

A learning program built around the game-based learning methodology:

- Applicable and practical.
- Revolutionary and powerful.
- Addictive and innovative.
- Experiential learning.
- Flexible, quick, and easy to play.
- Fun and entertaining.
- Unique.



# IDEA

## Serious game for creative thinking

### Methodology:

---

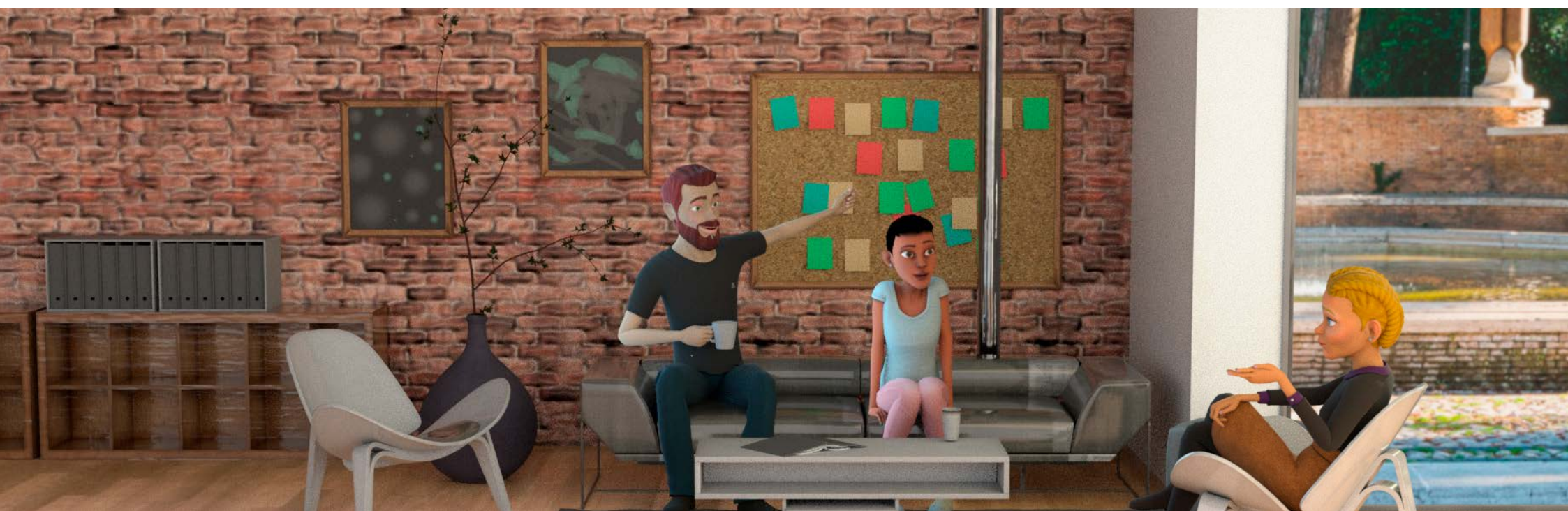
The game-based learning methodology developed by Gamelearn is a combination of 3 elements:

- 1. Quality content**, equivalent to a two-day classroom course with a strong practical focus that is useful and is directly applicable to work.
- 2. Gamification techniques** such as storytelling, rankings, levels, and badges so that learning becomes a different and fun experience that generates student engagement.
- 3. Practical exercises** so that students may practice in a safe, stress-free environment and, at the same time, be given feedback on areas of improvement.

### Objectives:

---

- Unleash your creative potential.
- Understand the basics of creative thinking and how to use them in your everyday life.
- Discover and practice creative thinking techniques that will enhance your ability to solve problems, create solutions, and lead to new opportunities.





# IDEA

## Serious game for creative thinking

### References:

---

The content found in this course comes from more than 20 years of studying creative thinking strategies and techniques, from sources like Michael Michalko, and from the experience of the founders of Gamelearn, the most awarded game-based learning company in the world for its creativity and innovation.

### Knowledge and skills:

---

**Idea** is a practical course that focuses on developing and practicing techniques and tools so as to avoid devoting time at work to models and theories that are not applicable to the job at hand.

#### The foundations of creative thinking

- Hacks used by the best creative minds.
- Exercises to break through mental barriers.
- Techniques for creative expression in teams.

#### Manual for creative thinking

- Generate solutions by defining problems.
- Increase creativity by visualizing thoughts.
- Utilize tools for mass-producing ideas.
- Incorporate connection techniques for creating alternatives.
- Use combinations as creative tools.
- Learn how to see things from a different perspective.
- Find solutions in other worlds.





# IDEA

Serious game for creative thinking

## Target audience:

---

**Idea** is geared towards all profiles, especially those who wish to improve their ability to solve problems and generate alternatives. It can also help hone in skills related to designing and improving processes, products, or services. It's great for anyone who wants to improve their ability to think outside the box.

## Logistics:

---

1. Players only need an internet connection to play.
2. You can access the game from the Gamelearn platform or include it as an additional solution in your LMS (Cornerstone, Moodle, SAP Success Factors, etc.).
3. You have access to the performance of your students and groups in real time.

