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**Divergent Thinking Activity – Tooth brush Bonanza**

![C:\Users\mws13170\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\W6RC7NHF\MC900330325[1].wmf]()You are the owner of a tooth brush company. While you were on vacation, the manager of your manufacturing division took initiative and reprogrammed the equipment to work more quickly and efficiently. The factory is now makes more products in much less time. Her efforts have paid off with serious dividends. Your company now is in the position of having an oversupply of one million tooth brushes. Ideally, you would sell them as quickly as you can to avoid paying inventory taxes. You will need to devise an advertising campaign to promote new and original ways to use tooth brushes for more than just cleaning teeth.

**Part 1:** Brainstorm 3-4 original ideas for new uses for tooth brushes.

**Part 2:** Rank order (number) your ideas (1= the best idea).

|  |  |
| --- | --- |
| **Idea** | **Rank**  |
|  |  |
|  |  |
|  |  |
|  |  |

**Part 3:**  Justification - Write the reasons why you selected your #1 idea as the best idea. What are the qualities about the idea that you believe makes it better than the other ideas? Did you consider any special criteria? (time, cost, materials, etc.)

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**Part 4:** Describe your idea.

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**Part 5:** Illustrate your idea.

**G3 - Divergent Thinking:** Students will think creatively to generate innovative ideas, products, or solutions to problems.
a. Assess ideas, products and solutions for the components of divergent thinking to modify original work: Fluency, Flexibility, Originality, Elaboration.

***□ Does not meet □ Progressing □ Successfully Completes Task***

b.Apply components of divergent thinking to ideas, products, and problem-solving situations.

***□ Does not meet □ Progressing □ Successfully Completes Task***

**G4 – Evaluative Thinking:** Students will evaluate and solve a variety of authentic problems.
a. Implement the evaluative thinking process.

***□ Does not meet □ Progressing □ Successfully Completes Task***

b. Apply and adapt a variety of strategies to resolve problems and dilemmas and evaluate the effectiveness.

***□ Does not meet □ Progressing □ Successfully Completes Task***