

CAWA/CAGA

From Trainerwiki

The CAWA/CAGA method means finding ideas through "word pictures" (name created by Vera F. Birkenbihl).

CAWA

C reative

A nalog graffiti

W ord

A ssociative

Analog: visual, networked and symbolic thinking

Grafie: is derived from the Greek word *grafein* and means (among others): write, draw

The thing is to associate freely with a word or letter. For each letter of the word a new word should be found to gain new ways of thinking.

Analografie or **Analog grafitti**: The term is an artificial word, and consists of analog thinking and visual in the sense of graffiti. We can either write or draw, both terms are contained in the Greek word *grafein*.

Application

- First we need a topic to create a CAWA out of it
- Write the topic in CAPITAL LETTERS on a large sheet of paper
- For every letter find a suitable, meaningful, matching association
- CAWAs are for yourself, nobody else need to understand them
- If you don't find anything for one of the letters - no problem - you can leave it out. (However, the more you try the more you can improve your creative thinking.)
- A real brain teaser is to find several CAWAs for one topic after some hours, days or weeks.

CAGA

C reative
A nalog graffiti
G raphic
A ssociative

The aim is to create associations with a term/topic graphically and thus gain new approaches.

A CAGA works in the way that you draw simple visual sketches matching the topic. CAGAs can be drawn with the simplest lines (straight/oblique, squares, dots, etc.) Often an analog graffiti connects both visual thinking tools CAWA and CAGA. In this way you can show visually what you have just learnt and you can check how much you remember and what you have already forgotten. Moreover, visualization helps to concentrate on the essentials, to repeat them and save them somewhere in your brain. This way of learning addresses primarily visual learners and will ease their learning. It is not important to create a strong final product to use in practice, but to start the process to bring non-conscious stuff into our consciousness.



Original Analog graffiti by Vera F. Birkenbihl

Advantages

- CAWAs and CAGAs stimulate imagination
- They are easy to do and bring about non-conscious solutions and new approaches
- the focus lies on the term

Disadvantages

- For analytical learner types it will be a bit challenging at the beginning

Tips and tricks

- If one letter occurs several times, you don't have to find a new word each time, you can link it with the previous word for the same letter (However, the more you try the more you can improve your creative thinking.)
- You can start anywhere with your associations. (It's important to get the creative juices flowing.)
- If you don't find anything for one of the letters - no problem - you can leave it out. The aim of the game is to inspire the mind and not to hinder it. (However, the more you try the more you can improve your creative thinking.)

Quotes or stories symbolizing the content

"Creativity means to make order out of chaos." (*Georg Stefan Troller*)

Suitable Exercises

Participants are expected to create a CAWA/CAGA using their name or a topic of their own.