



MULTIMODAL IDEATION SPRINT

From Chapter 10 of *AI and the Art of Being Human*

WHAT IT IS

A rapid exploration process that builds on your Prompt-Scaffolding Canvas to generate and refine creative options across different media.

WHERE YOU WOULD USE IT

- When you need to explore many creative directions quickly
- When working under a deadline but wanting quality
- When stuck in one medium or approach
- When balancing speed with creative and ethical reflection

THE TOOL:

Five Phases

1. **Seed (20 min):** Generate 10–20 initial concepts—quantity over quality, include quick notes on influences you’re drawing from
2. **Generate (30 min):** Select 3–5 promising seeds and create variations across multiple mediums—voice to text, text to image, image to sound, etc.
3. **Remix (30 min):** Combine elements from different variations—what happens when you merge opposing directions?
4. **Stress-test (15 min):** Apply practical filters (will it work?) and ethical filters (does it respect sources? Create opportunity?)
 - **Polish (15 min):** Refine one direction engaging all four postures—Curiosity, Intentionality, Clarity, Care

HOW TO USE IT

Block out 2 hours. Move through the phases without judgment until you reach the Stress-test phase. Each phase should be a conversation with AI, not a single exchange. Document creative lineage throughout—note influences and sources. The sprint maintains momentum while building in reflection checkpoints. This isn’t about rushing but about structured exploration that keeps both creative and ethical considerations active.