MIND MAPS

In brief

Graphical representations of thoughts, useful for organising concepts, content and relative associations according to a more intuitive hierarchical or associative classification.

What is it?

A mind map is a form of graphical representation of thoughts, theorised by the English author Tony Buzan.

Today there are simple tools, software, tablets, smart phones, that allow even those who are not familiar with design to produce and share good quality maps.

What is it for?

- organising and analysing ideas and concepts
- exploring further and encouraging more intuitive and immediate visual learning
- brainstorming and problem solving
- resolving problems by exercising creativity

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