

## **Categories List for Generating Ideas**







**Arts** include expression via music, painting, sculpture, theatre, film, or other creative media. **Aesthetics** focuses upon beauty and whether something is pleasant to view or experience.



**Basic Needs** include food, clothing and shelter—elements important for survival.



**Business** includes retail stores, restaurants, offices, corporations, etc. **Commerce** focuses upon the trade or the buying and selling of goods and services.



**Communication** deals with the exchange of information.



**Culture** includes the customs, arts, social institutions, and achievements of a particular group. **Religion** includes a system of faith or worship.



**Defense** involves protection, safety, security, and/or privacy. This includes physical efforts by individuals, or groups as well as protection provided by firewalls and passwords.



**Economics** is the branch of knowledge that concerns the distribution, production, and consumption of wealth.



**Education** includes schools, training, instruction, and learning.



**Environment** includes one's surroundings or conditions that shape the lives of people, plants, or animals.



**Ethics** include the principles that govern a person's behavior. **Morality** involves principles concerning the distinction between right and wrong.



Government deals with how a community or country is managed. Politics involves elections and/or the activities related to making governmental decisions, especially debates or conflicts among individuals or parties having or hoping to achieve power.



Law includes the creation and enforcement of recognized laws, court procedures, sentencing, and personnel. Justice is the seeking of fairness and reasonable implementation of laws.



Miscellaneous Miscellaneous is assigned when an idea does not fit within another category. If you have more than one Miscellaneous idea, and they are unrelated to each other, you may designate them as Miscellaneous 1 and 2.



Physical Health deals with the condition and care of the body as opposed to the mind.



**Psychological Health** focuses upon emotional and mental well-being.



**Recreation** includes hobbies, sports, entertainment, and other activities pursued during leisure time.



**Science** is the systematic study of the structure and behavior of the physical and natural world (including the wider universe) through observation and experiment.



**Social Relationships** encompass the connections between individuals with recurring interactions.



**Technology** is associated with machines, equipment, and/or certain advancements developed from applying practical or scientific knowledge.



**Transportation** is concerned with the movement of individuals, groups, or goods from place to place.