

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.