

NOTES FOR THE CURIOUS MIND

A field guide to ideas.

A little inspiration for your next publication.

READ. REFLECT. MAKE SOMETHING.

01 / A NEW PERSPECTIVE

Start with a question

Ideas rarely arrive fully formed. They begin as a question, a small frustration, or an observation that will not quite leave you alone. Write it down before deciding whether it is useful. Curiosity needs a place to land.

A sample publication created for your Folio studio.

02 / A NEW PERSPECTIVE

Collect without judging

Keep a notebook of things that catch your attention. A sentence, a color pairing, an unusual sign, a problem someone solved elegantly. Collect first; connect later. The pattern may be easier to see after you have stepped away.

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03 / A NEW PERSPECTIVE

Make a small first version

Give your idea a shape. A sketch, a paragraph, or a quick model makes it possible to learn something new. Share it with one person and ask what they notice. Then decide what to keep and what to change.

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