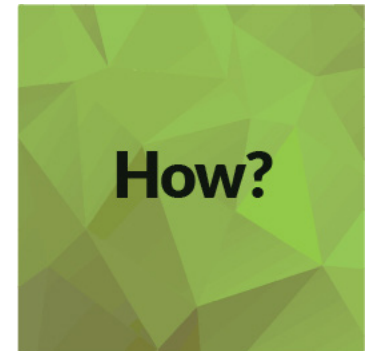


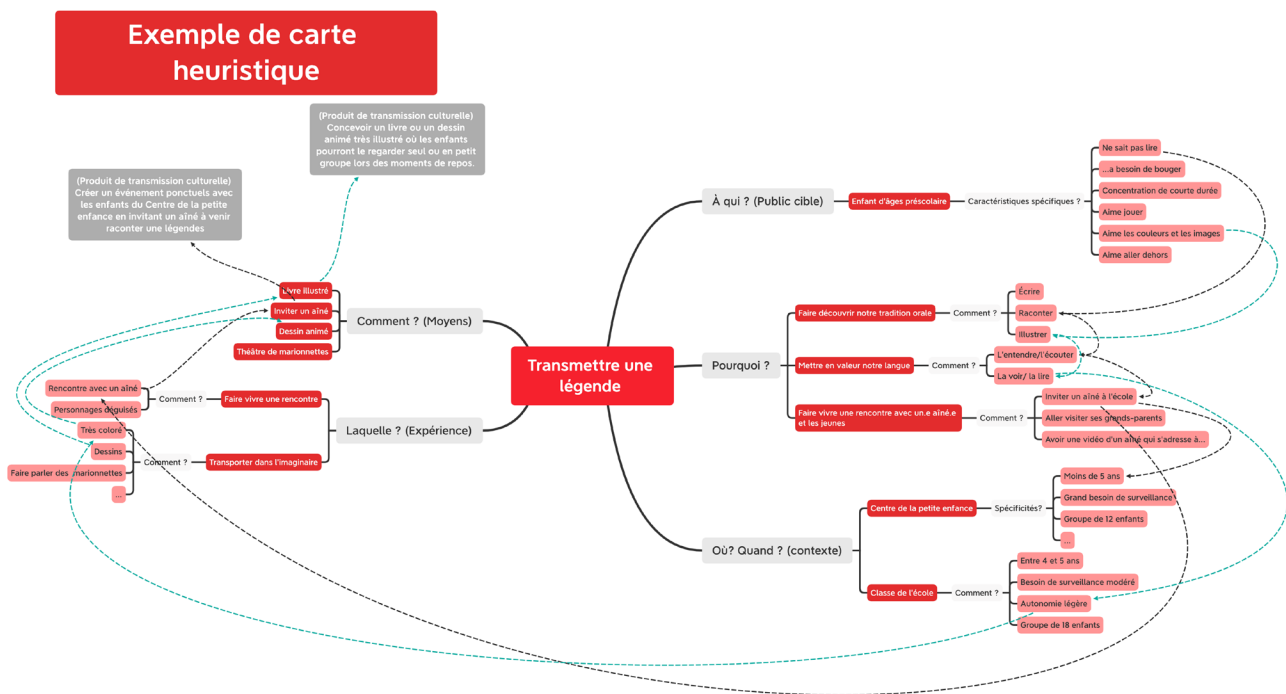
## Which means and/or media best correspond to the transmission project?

In light of the previously completed information and the profile of the identified public(s), it is now time to determine what medium would be best to ensure the project's effectiveness and that its objectives are achieved. As there may be several possibilities, this step requires reflection. To assist with individual or collective reflection, it may be useful to refer to the mind map exercise.



### How to create a mind map?

A mind map is a tool that allows ideas to be displayed and connections between each element to be visually represented.



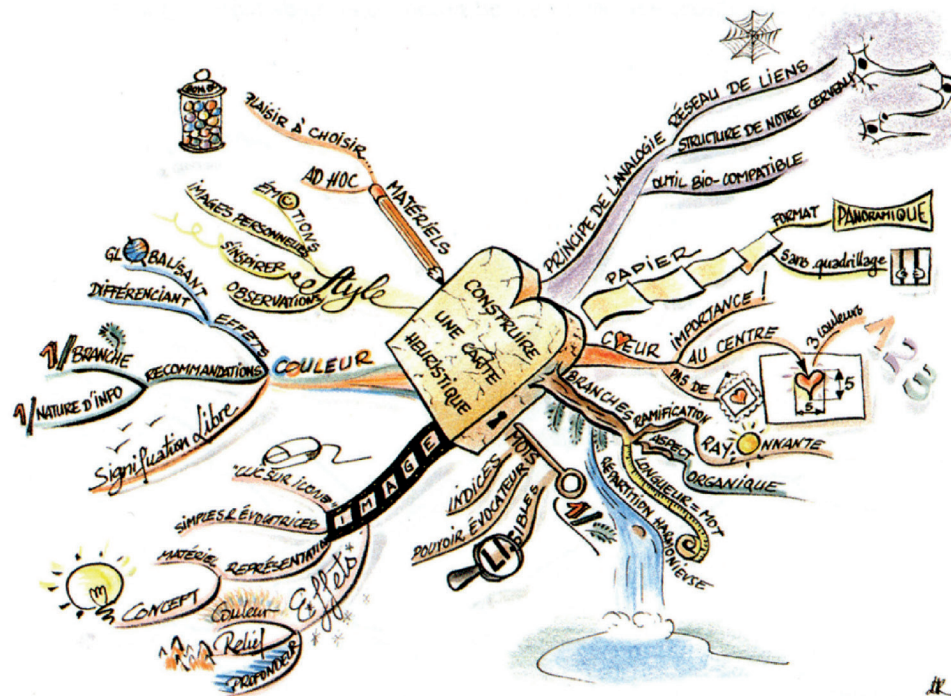
### Procedure

1. Place the intention in the center.
2. Create branches from the various information collected and include short descriptions.
3. Create a second level of branches to state ideas for this purpose (how to transmit) or specific characteristics related to the information (what to transmit).
4. Once it seems like all information and ideas are complete, choose elements that seem to fit together and write possible means that address these associations.

### To facilitate creativity

- Do not censor yourself.
- Let intuition guide you.
- Combine all ideas and thoughts.
- Allow the position of elements to be moved. (The use of Post-it notes can facilitate malleability).

## Mindmapping ou Brainstorming



#### Quelques règles...

- Ne pas se censurer
- Laisser aller son intuition
- Le faire à la main - peut évoluer
- Mettre toutes ses idées et ses pensées

[1] LÉTOURNEAU, Jean-François, and Médéric SIOUI (2019). « L'enseignement des littératures des Premiers Peuples : de l'Histoire aux histoires », Correspondances, volume 24, number 5. Consulted on July 3, 2019 at: <http://correspo.ccdmd.qc.ca/index.php/document/lenseignement-des-litteratures-des-premiers-peuples-de-lhistoire-aux-histoires/>.