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- Big picture: where cameras are used and for what purpose
- Operational: capturing images (what), transporting safely, viewing images, adjusting settings, and charging the battery
- Functional: capturing images (how), retrieving images, deleting images, battery charging functions, etc.
- Structural: camera body, lens, camera case and charger
- *Generic:* painting, sketching and other image capture methods/devices
- Continuum: different types and models of cameras, different materials used to construct camera
- Temporal: evolution of the image capturing media from photographic plates to film to solid-state memory
- *Quantitative:* numbers pixels per inch, lens characteristics, cost, etc.
- Scientific: depends on problem or issue

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	Total number of ideas after Brainstorming	Total number of ideas after Active Brainstorming	Improvement (percent)		
Team			-		
1	20	40	100		
2	9	89	889		
3	22	66	200		
4	31	64	106		
5	39	79	103		
6	28	89	218		
7	20	Too many to count	large		



