

STRATEGIC CREATIVITY ABROAD:

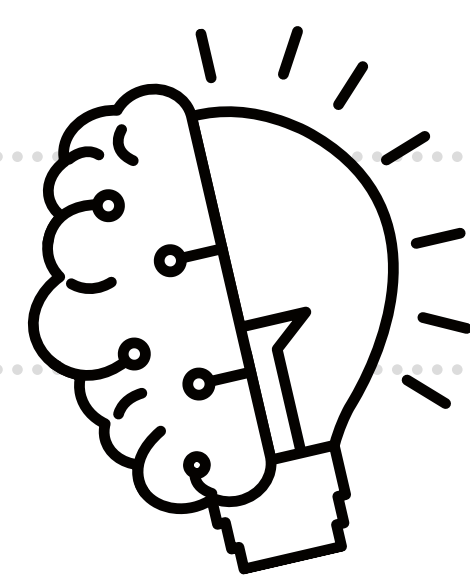
An Ideation Journal Framework for Agricultural Communication Study Abroad Programs

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WHY

AN IDEATION JOURNAL?

Strategic communication requires students to **intentionally connect observations** to audiences, messages, and communication strategies (Proctor, 2008). Study abroad provides opportunities to engage with diverse cultures and communication practices (Salisbury et al., 2013), while **intentional ideation & brainstorming** supports the development of original & useful ideas (Runco & Jaeger, 2012).



The Ideation Journal was developed to help students **capture inspiration** and translate international **experiences** into **strategic communication ideas**.

THE JOURNAL

THINK LIKE A COMMUNICATOR:

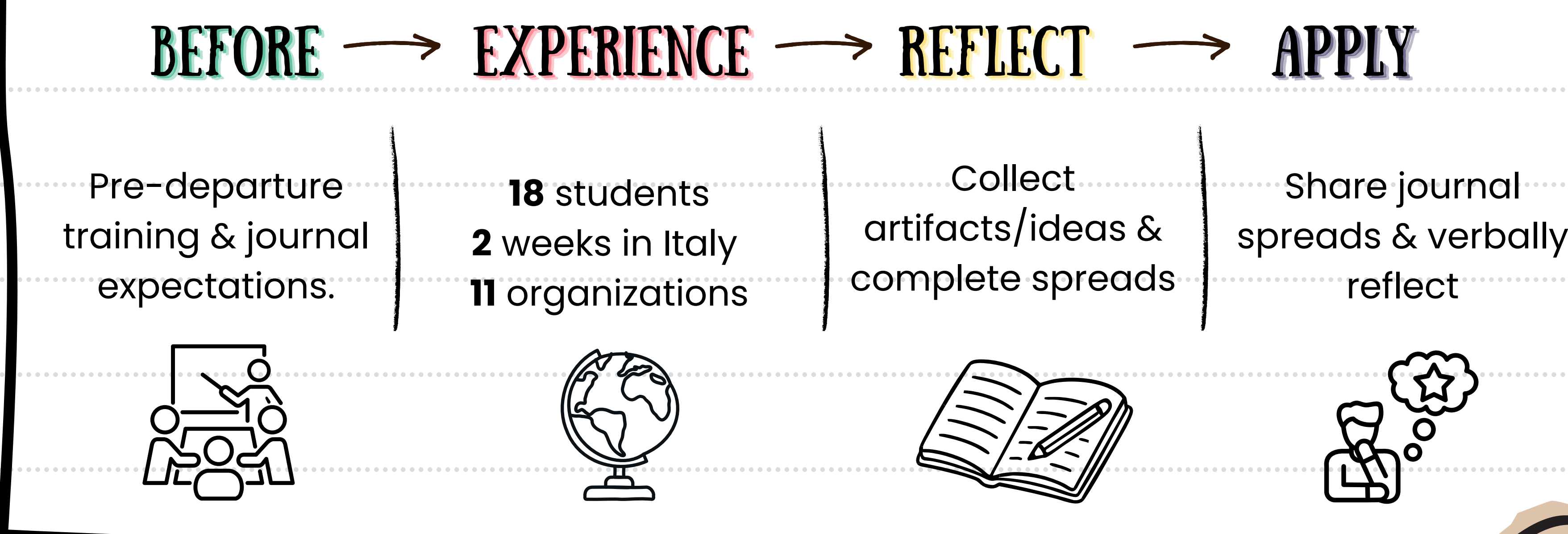
What do you see, hear, or experience that could inform a future client campaign?

Students captured:

- Photos
- Artifacts
- Quotes
- Sketches
- Branding items
- Communication Ideas

A strategic thinking and idea generation tool. Not a travel diary.

HOW IT WORKED



PRELIMINARY THEMES

Learning Through Experience



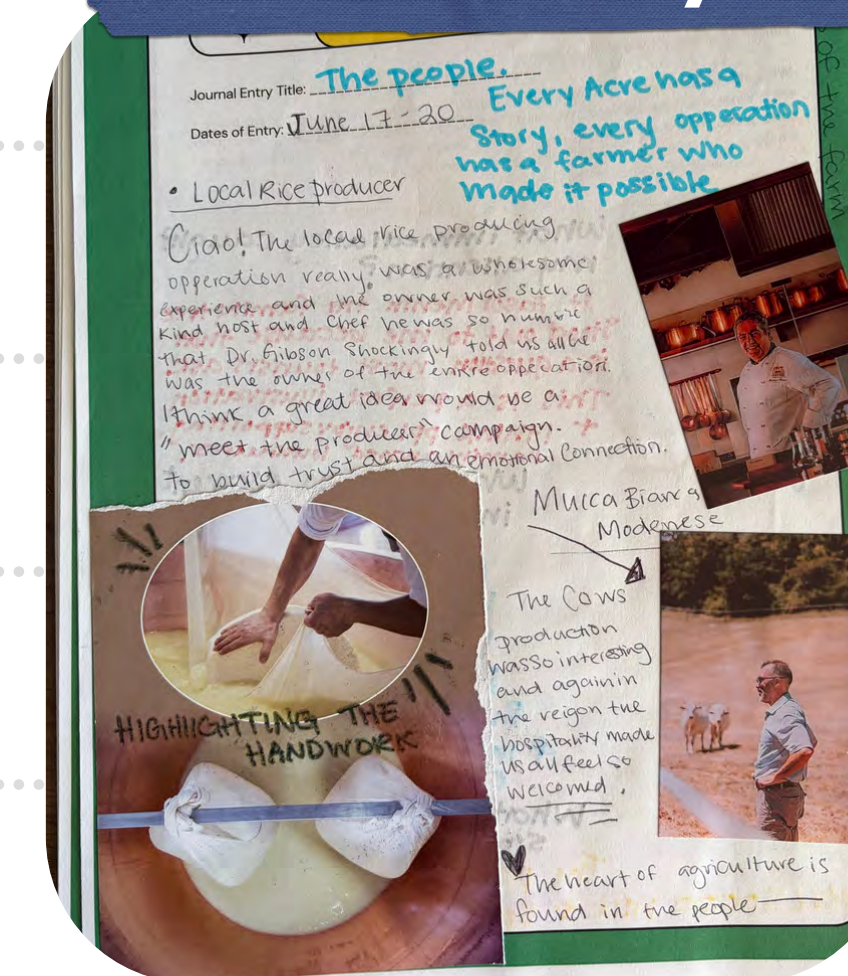
Branding Approaches



Storytelling



Relationships & Community



Learning Through Experience: Students connected agricultural production, consumer interactions, and communication practices through firsthand experiences.

Branding Approaches: Students noticed simplified logos, visual consistency, packaging, and other branding strategies used by agricultural organizations.

Storytelling: Family, tradition, history, and organizational identity emerged as sources of inspiration for agricultural storytelling in the Italian culture.

Relationships & Community: Students recognized how relationships, hospitality, and personal connections contributed to authentic Italian agricultural communication.

RECOMMENDATIONS FOR INSTRUCTORS

PRATICE FIRST

Give students a "test run" before departure so they understand how to collect materials with strategic intent.

PROTECT REFLECTION TIME

Build dedicated journaling time into the experience rather than expecting students to complete it during already busy travel days.

CHECK IN

Use instructor check-ins to help students move from simply documenting experiences to developing communication ideas.

TALK IT THROUGH

Pair visual journaling with verbal reflection to encourage students to explain why artifacts mattered and how they could inform future communication.

The Ideation Journal can **extend beyond study abroad** and be adapted for agricultural communications courses, client projects, and other experiential learning opportunities.

RESOURCES & COSTS

NEED

- Printed or blank journal
- Pens/markers
- Adhesive

OPTIONAL

- Portable photo printer
- Stickers
- Creative materials

Low-cost alternative: Students can use printed photographs, collected artifacts, sketches, or other physical materials.

