

# Rule

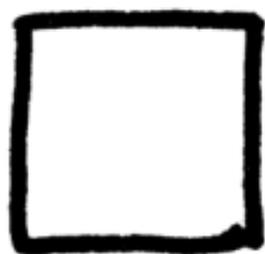
# #1

## Rule #1

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Take 3 Do cards (What + Who + Why). Together, these define your imaginary project. Ready for a challenge? Add a set of Don't cards (What + How + Why not). You can also use the Don't cards to experiment with a project of your own creation.

**Do**  
**what**



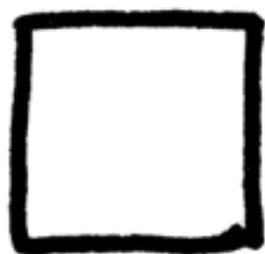
**What**

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**Create  
a device**



**Do**  
**what**



**What**

---

**Create  
a toy**



**A kite needs to be tied  
down in order to fly. I  
learned how important  
restrictions can  
sometimes be in order  
to experience freedom.**

— Damien Rice

**Don't**  
**What**



**What**

---

**Make it  
smaller  
than a  
post  
stamp**



**Don't**  
**What**



**What**

---

**Don't  
make it  
flat**



**Do**  
**who**



**Who**

---

**For  
thirty-  
some-  
things**



**Do**  
**who**



**Who**

---

**For  
adoles-  
cents**



# Don't How



**How**

---

**Use only  
home  
grown/  
made  
materials**



# Don't How



**How**

---

**Don't use  
electricity**



**Do**  
**why**



**Why**

---

**To  
reduce  
waste**



**Do**  
**why**



**Why**

---

**To stay  
healthy or  
become  
healthier**



**Don't**  
**Why**  
**not**



**Why not**

---

**Make it  
share-  
able**



**Don't**  
**Why**  
**not**



**Why not**

---

**Make it  
work at  
least 50  
years from  
now**

