

## Ideation

### **Micro Setting, Macro Impact**

Variation 1. Speaking to the Institution and campus itself as well as a play on the type of work they are doing and the impact on the globe

### **Local education, Global impact**

Variation 2. Spreading wide and touching the corners of the globe, being able to impact outside of the community

### **Local roots, Global reach**

Variation 3. Figuratively speaking of the reach, the impact this community itself can create.

### **Small Institution, Big ideas**

Small campus, infinite possibilities idea (which could also headline) small isn't holding NMC back, if anything it helps them dream big.

### **No small feat for Great minds**

Great minds are attending NMC, endless possibilities are present here. There is no such thing as a small accomplishment for members.

### **Simple decision, Broad concepts**

Variation 1. Making a decision to begin at NMC seems as if it needs no external thought, in turn the concepts granted at the institution are wide and vast. \*I like the idea of broad concepts

### **Instant decision, Lifetime Support**

Variation 2. Playing with the idea of micro & macro in the sense of time, the concept encompasses making a decision to begin at NMC as if it needs no external thought, but it will benefit you for life. \*not sure if these are the phrase to go: they feel conceited

### **Minor Institution, Major development**

If you think of higher education programs you will for sure think of the minor and major focuses that students are pursuing. This is a word play on that concept, tying the headline phrases into education itself.

### **Great Lakes, Small institution**

Speaking to the vastness of the lakes, and discovery for the maritime and blue technology but also speaking for the institution itself.  
\*mostly kind of an empty phrase, but it sounds cool

### **Minimum, Maximum**

\*I just like these together for something but I can't figure out a second word pairing. Minimum seems negative. Minimum \_\_\_\_, Maximum possibilities.

**Intimate setting,  
Broad scope**

Variation 1. In an intimate and empowering setting, with the backed support of the institution, students are able to explore a wide variety of concepts.

**Intimate setting,  
Complex programs**

Variation 2. In an intimate and empowering setting, with the backed support of the institution, complex programs are made possible and specialized programs are successful.

**Pocket of support,  
Tool shed of  
possibility**

Unlimited support, dedication and empowerment from the institution, metaphorically speaking as having an inventory of support and possibility.

\*pocket seems like there is no support but then the concept wouldn't be macro and micro.

\*this one seems irrelevant

**Tool box of  
support,  
Shed of possibility****Small Piece of the  
Big Picture  
Small segment of  
the Big Picture**

Feeling of everything falling into place:

-Students are the one missing piece

-NMC is a small part of a big progression

-being at NMC is only a small piece of your career entirety

-beginning the big picture at a crucial point

\*puzzle piece corners

## “Micro, Macro”

### Concept:

The idea of the institution itself, a “micro” college setting with “macro” potential. Using macro and micro in this sense is not to be demeaning instead the opposite. This shows the school’s maximum potential and effort into everything they’ve got.

### Micro

Mini  
Miniscule  
Tiny  
Minute  
Small  
Intimate  
Minor  
Compact  
Modest  
Humble  
Little  
Pint  
Tablespoon  
Teaspoon  
Pocket sized  
Petite  
Simple  
Minimum  
Slow  
Steady  
Local  
Corner

### Macro

Ginormous  
Cosmic  
Global  
Huge  
Hour  
Large  
Distant  
Major  
Loose  
Humongous  
Proud  
Big  
Gallon  
Cup  
Substantial  
Giant  
Complex  
Broad  
Extensive  
Maximum  
Fast  
Great  
Vast

Building it into a realistic concept made for an institution:

**Small town,  
Big ideas**  
*(Location/Environment)*

**Micro Setting,  
Macro Impact**  
*(Location/Environment)*

**Simple decision,  
Broad concepts**

**No small feat for  
Great minds**  
*(Institution wide support)*

**Small piece of the  
Big Picture**  
*(All aspects)*  
**Small Segment of  
the Big Picture**

**Instant decision,  
Lifetime Support**  
*(Education/Achievement)*

**Intimate setting,  
Complex programs**  
*(Specialized program geared)*

**Minor Programs,  
Major development**  
*(Programs & college)*

**Intimate setting,  
Broad scope**  
*(Location/Environment)*

**Small scale, Large impact**  
*(for all aspects)*

**Great Lakes,  
Small institution**  
*(location/school)*

**Minimum,  
Maximum**

**Local education,  
Global impact**

**Pocket of support,  
Tool shed of possibility**  
*(achievement/skill)*

