

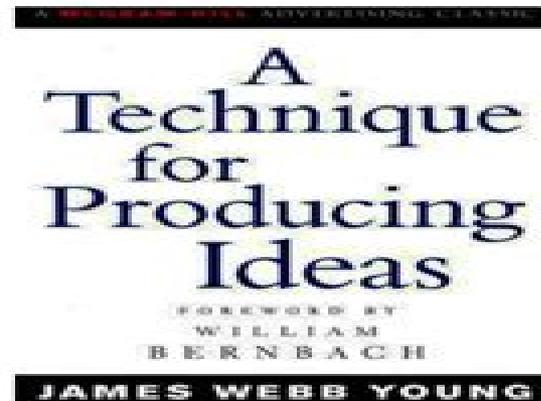
A Technique for Producing Ideas

James Webb Young (1965)
New York, US: McGraw-Hill Professional
64 pp.

As a key stakeholder who is recognised as a designer of high aesthetic building space as well as a leader and coordinator in conventional architectural project developments, an architect has to be well-prepared for such a challenging task. Skills and knowledge, therefore, have to be constantly renewed and created in the fragmented industry structure. One systematic solution can be learned from the highly creative advertising industry where the right idea is crucial for the success of a task.

This little classic book written by the legendary James Webb Young (1886-1973) in 1965 can be a good start to systematically create new ideas. Contents of the book were written from Young's extensive experience in U.S. advertising from the time he started working at J. Walter Thompson advertising agency as a copy writer in 1912 to the top of his career as a vice president in 1928. They were presented to graduate students at the University of Chicago's Business School where he was a professor from 1931 to 1939 and with a number of gatherings with active advertising people to inspire people to conceive.

In order to develop idea creation capacity by energetic persons who can spot opportunities to make things better, two major principles have to be initially recognised. Firstly, ideas have to be perceived as new combinations of old elements. Secondly, people involved have the ability to see relationship to extract a general principle that a new application and a new combination leading to new idea can be created. Once the two principles are accepted, a 5-stage method to successively create new ideas can be introduced.



In the very first stage of this sequential research based method, **Gathering of raw materials**, two sets of them has to be explored. The first is a set of specific materials from both primary and secondary sources. They can be found once existing problems, problematic conditions or interesting phenomena are reviewed. For example, specific materials are, in architectural design context, users' space requirements. Moreover, theories, concepts, research findings also have to be reviewed to find potential solutions for such problems. The crucial second set of general materials in a wide scope of topics and issues including life, culture and events has to be consistently developing in a lifelong process to create one's reservoir of information.

Once all information is ready, it is time to **working over materials in one's mind**. Bits of information can be played inside one's head using

Technique For Producing Ideas

James Webb Young



Technique For Producing Ideas:

A Technique for Producing Ideas James Young, 2003-01-21 A McGraw Hill Advertising Classic A Technique for Producing Ideas reveals a simple sensible idea generation methodology that has stood the test of time First presented to students in 1939 published in 1965 and now reissued for a new generation of advertising professionals and others looking to jump start their creative juices this powerful guide details a five step process for gathering information stimulating imagination and recombining old elements into dramatic new ideas

A Technique for Producing Ideas James Webb Young, 1984

A Technique for Producing Ideas James Webb Young, 2012-05-09 James Webb Young 1886 1973 was an American advertising executive who was inducted into the American Advertising Federation Hall of Fame Young received many honors and awards including the Advertising Man of the Year Award

A Technique for Producing Ideas James Webb Young, 2015-07-31 This concise and powerful book lifts the lid on the creative process and eloquently details the steps needed to create exciting new ideas Advertising copywriters engineers poets painters and scientists have all benefited from its text to make creative breakthroughs Advertising trailblazer William Bernbach wrote James Webb Young conveys in his little book something more valuable than the most learned and detailed texts on the subject of advertising Mr Young is in the tradition of some of our greatest thinkers when he describes the workings of the creative process Table of contents How it started The formula of experience The Pareto theory Training the mind Combining old elements Ideas are new combinations The Mental digestive process Constantly thinking about it The final stage Some after thoughts

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A Technique for Producing Ideas James Young, 2016-07-20 James Webb Young was the first ever chairman of The Advertising Council and he also served as the vice president of the J Walter Thompson JWT Company Beyond this he had great influence over the development and evolution of the early days of the ad industry In 1946 he was named Advertising Man of the Year He was also recognized for his war time impact on the ad industry as he was named as the recipient of the Advertising Awards Gold Medal for Outstanding Achievements of a Lifetime What the book covers How It Started Mr Young reveals what prompted him to create A Technique for Producing Ideas The Formula of Experience He explains how he came to realize and identify the mind s operative technique for generating ideas as effectively and efficiently as an assembly line The Pareto Theory Mr Young discusses Italian sociologist Pareto best known

for his 80/20 theory Pareto strongly believes there are two kinds of people in this world the creatives and the squares The creative types called speculators by Pareto are defined by a constant interest in the possibilities of new combinations The other type rentiers are described as conservative steady habitual people Pareto believes that the creatives manipulate the squares Training The Mind The importance of training your mind in the art of producing ideas using Method and Principles Combining Old Elements An idea is nothing more nor less than a new combination of old elements Mr Young believes this is the most important principle in A Technique for Producing Ideas He then reveals the second most important principle which allows one to make new combinations of old elements and that is the ability to see relationships between disparate things Ideas are New Combinations This chapter introduces you to the Method The Method or Idea Producing Technique is made up of 5 steps Step 1 discusses gathering general and specific raw material Specific raw material is information that centers on your idea The product's specs features benefits competition and marketability General knowledge is important as it gives you more raw material to work with in seeing relationships and making new combinations The Mental Digestive Process This chapter explores the second step of the technique This involves mulching and digesting the raw material you have gathered Young explains you must feel your way through each bit of knowledge Turning it over and over in your mind then extracting multiple meanings and significances Like a jigsaw puzzle you play with different bits of ideas to see how they fit together You will need a notebook to transcribe your thoughts and half ideas as they come to you Sleep is the third stage letting go allows your unconscious mind to deal with it Constantly Thinking About It The fourth step discusses how new ideas just appear when you least expect them Through the entire process of gathering data mulling over your information engaging in other activities your mind will create new ideas without any warning The Final Stage This final stage is your reality check time You must test edit refine and polish your idea This is the time to take your new idea and hold it up to the harsh light of reality Some After Thoughts Mr Young reveals his own personal experiences with these techniques and re-emphasizes how new knowledge and experience can lead to new ideas and profitable rewards Why are some people capable of producing great new ideas on demand The book closes with examples and testimonials of past readers and how his method has worked for them You will also receive information on recommended books to further your understanding of the idea producing process

A Technique For Producing Ideas Young, 2004-07-01

A Technique for Producing Ideas - James

Young, 2012-05-14 This is THE classic on creative thinking written with the clarity knowledge and experience of a skilled advertising man A Technique For Producing Ideas is a step by step technique for sparking creativity in advertising or ANY other field

A Technique For Producing Ideas James Webb Young, 2019-11-20 A Technique For Producing Ideas A Technique For Getting Ideas This book is a result of an effort made by us towards making a contribution to the preservation and repair of original classic literature In an attempt to preserve improve and recreate the original content we have worked towards 1 Type setting Reformatting The complete work has been re-designed via professional layout formatting and type

setting tools to re create the same edition with rich typography graphics high quality images and table elements giving our readers the feel of holding a fresh and newly reprinted and or revised edition as opposed to other scanned printed Optical Character Recognition OCR reproductions 2 Correction of imperfections As the work was re created from the scratch therefore it was vetted to rectify certain conventional norms with regard to typographical mistakes hyphenations punctuations blurred images missing content pages and or other related subject matters upon our consideration Every attempt was made to rectify the imperfections related to omitted constructs in the original edition via other references However a few of such imperfections which could not be rectified due to intentional unintentional omission of content in the original edition were inherited and preserved from the original work to maintain the authenticity and construct relevant to the work We believe that this work holds historical cultural and or intellectual importance in the literary works community therefore despite the oddities we accounted the work for print as a part of our continuing effort towards preservation of literary work and our contribution towards the development of the society as a whole driven by our beliefs We are grateful to our readers for putting their faith in us and accepting our imperfections with regard to preservation of the historical content

HAPPY READING **Just Doing It: A History of Advertising** Pia Elliott, 2014-10-09 The purpose of the book is to provide an overall view of advertising in the twentieth century while filling in the gap of information that exists in Italy where just a few names are known The book also provides a leading thread about those professionals who in the second half of the 20th century were the protagonists of the creative revolution and whose influence has been seminal on both American and English advertising The book has no historical intentions nor aims at classifying people into schools or categories as such an approach would be pretentious and inadequate in a profession so deeply entangled with economics and consumer attitudes The content in brief The book is made up of short biographies of famous and well known advertising people mainly art directors and copywriters interspersed with a few explanatory chapters that are simply summaries on certain subjects For instance The Big Agencies outlines the origins of historical agencies such as J W Thompson BBDO and Young Rubicam The State of Things explains what happened after the so called Creative Revolution The Spot Makers presents people like Howard Zieff Joe Pytko Rick Levine and Bob Giraldi Old School Ties and Colonels is about British advertising before Collett Dickinson and Pearce La Grande Parade depicts the peculiarities of French advertising and Carosello and its Victims explains the unusual features of the Italian Carosello an early TV format that hosted commercials etc Biographies are structured differently along the lines of individual stories and generally tend to highlight the meaningful events in one s career rather than their early life and experiences This way of telling a story is of course somewhat influenced by the author s experiences and point of view and represents the original aspect of the book Among the influentials Americans and Britons outnumber French and Italians A final section with Contributions by various authors and famous copywriters Gossage Della Femina Abbott S gu la Marcantonio Pirella etc completes the book

Kinematograph Studio Technique L. C. Macbean, 1922

Inbound Content Justin Champion,2018-04-16 Develop and implement an effective content strategy tailored to your business s needs Inbound Content is a step by step manual for attracting the right people turning them into leads and closing them into customers Today everyone knows that content is king It s how we engage how we inform and how we pass the time content is everywhere and if you re not leveraging its power to promote your business you ve already been left behind Having a website and social media is not enough if you truly want to take advantage of unprecedented levels of connectedness you have to create content that draws customers in It s not about blindly expanding reach it s about reaching out to the right audience Today s marketplace is no longer about chasing the sale with the right approach to content your customers will come to you Your content must be valuable relevant and consistent but how should it be implemented at the actual content creation level This book shows you how to develop a unified strategy create compelling content tailored to your needs and utilize that content to its greatest advantage in order to build your brand Discover the power of storytelling and generate effective content ideas Plan a long term content strategy and a content creation framework Create great content promote it measure it and analyze its performance Extend your content s value become a more effective writer and develop a growth mentality Effective content is worth its weight in marketing gold It stands out from the noise and to the customer looks like an oasis in a desert of clickbait and paid reviews Inbound Content shows you how to plan build and implement your content strategy for unprecedented engagement and sales

Advertising Requirements ,1959 *Advertising* John W. Crawford,1965 *Abstracts of Theses* University of Chicago,1930 **Catalog of the Communications Library, University of Illinois** University of Illinois at Urbana-Champaign. Library,1975 **How to do better creative work ebook** Steve Harrison,2010-01-27 This is a complete guide to creating effective and award winning creative work Harrison reveals the dynamic that lies at the heart of all great work and provides a step by step process to ensure you too produce award winning creative work that sells

Journal of the Photographic Society of London ,1930 Vols for 1853 include the transactions of the Royal Photographic Society of Great Britain **The Australian Journal of Dentistry** ,1920

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