

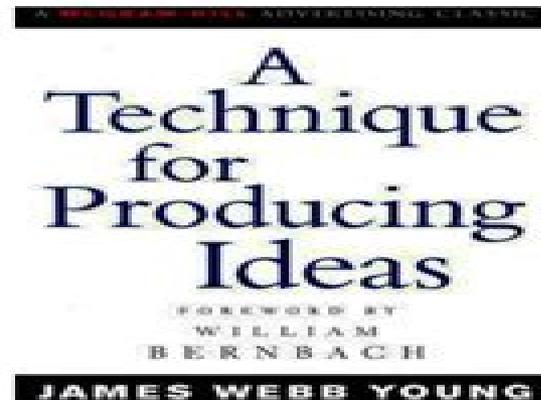
## A Technique for Producing Ideas

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

# A Technique For Producing Ideas

**James Young**



## **A Technique For Producing Ideas:**

A Technique for Producing Ideas James Young,2003-02-11 A step by step technique for sparking breakthrough creativity in advertising or any field Since its publication in 1965 A Technique for Producing Ideas has helped thousands of advertising copywriters smash through internal barriers to unleash their creativity Professionals from poets and painters to scientists and engineers have also used the techniques in this concise powerful book to generate exciting ideas on demand at any time on any subject Now let James Webb Young s unique insights help you look inside yourself to find that big elusive idea and once and for all lift the veil of mystery from the creative process James Webb Young is in the tradition of some of our greatest thinkers when he describes the workings of the creative process The results of many years in advertising have proved to him that the key element in communications success is the production of relevant and dramatic ideas He not only makes this point vividly for us but shows us the road to that goal William Bernbach Former Chairman and CEO Doyle Dane Bernbach Inc

A Technique for Producing Ideas (thINKing Classics) James Wood Young,James Webb Young,2011 THIS BOOK has become essential reading for anyone whether in marketing advertising sales finance or the pure artist who is seriously interested in the creative business of generating good ideas It is a concise clear but above all practical book and all those willing to put forth the mental energy to read understand and most importantly implement its instructions will be richly rewarded I hope you ll find this to be an amazing gem and another appropriate inclusion in the thINKing cata logue I ve read its words and absorbed its teachings many times and finally had the wisdom to implement its lessons

**A Technique for Producing Ideas** James Webb Young,2018-05-06 This is James Webb Young s seminal text 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 any field

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

A Technique for Producing Ideas James Webb Young,2019-02-09 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

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**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 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

**Growing Great Ideas: Unleashing Creativity at Work** Karen (Sieczka) Eugenio,2008-07-29 Generating new ideas is not a magical process There are many ways to stimulate ideas and creativity work by getting into a creative state of mind Growing Great Ideas Unleashing Creativity at Work is a training guide providing easy inexpensive ways to help ideas to flow more freely at work and train employees to think creatively to improve the bottom line The book explores ideas and innovations defines creativity s many faces identifies barriers and establishes the foundation to unleash problem solving skills and creative potential build teamwork find new and improved processes and turn business challenges into business opportunities Show your employees the way bring enthusiasm and fun and most importantly IDEAS back to work with Growing Great Ideas Unleashing Creativity at Work

[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 **Brand Storytelling**

Keith A. Quesenberry, Michael K. Coolsen, 2023-02-14 This innovative new text introduces students to the power of storytelling and outlines a process for creating effective brand stories in a digital first integrated marketing communications plan From the earliest works on storytelling to the latest research this text explains why and how storytelling works the forms storytelling takes and how to develop an integrated advertising PR and strategic marketing communications campaign that leverages the power of story within the reality of today's digital first media landscape Keith A Quesenberry and Michael K Coolsen present a balance of research and theory with practical application and case studies within a classroom friendly framework for undergraduate or graduate courses or for the marketing communications professional looking for a guide to integrate storytelling into their brand communications Emphasizing digital and social media perspectives in the strategic planning and campaign process Brand Storytelling also surveys TV radio outdoor print opportunities as well as earned shared owned and paid media Features Chapters introduce discipline foundations through key figures main content sections explaining concepts with examples templates and stats a main case study questions for consideration and list of key concepts for review Coverage of new technologies in Web3 such as NFTs cryptocurrency media streaming CTV and the metaverse ChatGPT and DALL E 2 Key terms are bolded and defined throughout and featured in a glossary along with an index of key concepts figures companies and cases for easy reference Plan campaign research addresses evaluation and optimization of IMC execution including descriptive predictive and prescriptive analytics Instructor resources include chapter outlines learning objectives test banks slides forms template worksheets example assignments and syllabi **Strategic Copywriting**

Edd Applegate, 2015-11-05 When it comes to attracting consumers through advertising which words phrases and techniques are most effective Strategic Copywriting a detailed how to guide introduces students to time tested strategies for writing and designing successful ads In this second edition Edd Applegate explains the core principles that have guided advertising for decades from knowing the audience to crafting a compelling message Next proven techniques for producing specific kinds of advertising whether for newspapers magazines or other print media for broadcast radio or television or for social media and online mobile platforms are addressed in step by step detail Throughout Applegate walks readers through real advertisements from advertising agencies of all sizes across the United States to illustrate what works or not and why

*Advertising Design and Typography* Alex W. White, 2015-09-01 This comprehensive overview of advertising design strategies helps students and professionals understand how to create ads that cut through the clutter. Design principles such as unity, contrast, hierarchy, dominance, scale, abstraction, and type-image relationships are thoroughly discussed. Chapters also cover researching your client and your audience, what makes an ad successful, getting the audience's attention in a crowded marketplace, researching your client and your audience, the importance of consistent branding and identity, the difference between print advertising (billboards, the web, television, and radio), advertising design versus editorial design. Also included is an extensive section on typography with essential information on how type is perceived by readers, typographic history, principles, and practice. Complete with over fifteen hundred examples and illustrations of outstanding advertising design from around the world, *Advertising Design and Typography* will change the way you develop visual ideas and train you to see in a more critical and accurate way that gets messages across more effectively. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business, and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

**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 is 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 *Popular Science* ,1944-09 Popular Science gives our readers the information and tools to improve their technology and their world The core belief that Popular Science and our readers share The future is going to be better and science and technology are the driving forces that will help make it better **American Magazine** ,1930

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