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PAPERBACK

A MCGRAW-HILL ADVERTISING CLASSIC

A Technique for Producing Ideas

FOREWORD BY
WILLIAM
BERNBACH

JAMES WEBB YOUNG

A Technique For Producing Ideas Illustrated

Kathryn McKelvey, Janine Munslow



A Technique For Producing Ideas Illustrated:

A Technique for Producing Ideas James Webb Young, 1984 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 Companion to Illustration* Alan Male, 2019-04-09

A contemporary synthesis of the philosophical theoretical and practical methodologies of illustration and its future development Illustration is contextualized visual communication its purpose is to serve society by influencing the many aspects of its cultural infrastructure it dispenses knowledge and education it commentates and delivers journalistic opinion it persuades advertises and promotes it entertains and provides for all forms of narrative fiction A Companion to Illustration explores the definition of illustration through cognition and research and its impact on culture It explores illustration s boundaries and its archetypal distinction the inflected forms of its parameters its professional contextual educational and creative applications This unique reference volume offers insights into the expanding global intellectual conversation on illustration through a compendium of readings by an international roster of scholars academics and practitioners of illustration and visual communication Encompassing a wide range of thematic dialogues the Companion offers twenty five chapters of original theses examining the character and making of imagery illustration education and research and contemporary and post contemporary context and practice Topics including conceptual strategies for the contemporary illustrator the epistemic potential of active imagination in science developing creativity in a polymathic environment and the presentation of new insights on the intellectual and practical methodologies of illustration Evaluates innovative theoretical and contextual teaching and learning strategies Considers the influence of illustration through cognition research and cultural hypotheses Discusses the illustrator as author intellectual and multi disciplinarian Explores state of the art research and contemporary trends in illustration Examines the philosophical theoretical and practical framework of the discipline A Companion to Illustration is a valuable resource for students scholars and professionals in disciplines including illustration graphic and visual arts visual communications cultural and media and advertising studies and art history Encyclopedia of Rhetoric and Composition Theresa Enos, 2013-10-08 First Published in 1996 Routledge is an imprint of Taylor Francis an

informa company **Illustrating Fashion** Kathryn McKelvey, Janine Munslow, 2009-04-15 In clear and easy to follow steps this highly effective textbook sets out everything that students need to know to produce competent and visually exciting illustrations It is suitable both for class use and self teaching and shows how to create lively fashion illustrations of men women and children Examples of the media available and different drawing techniques are presented in a student friendly form with detailed explanations of how to represent fabrics create and use templates and stencils and make specification and working drawings The presentation in this new edition has been updated throughout using modern software techniques the resource drawings now have a more contemporary look and coloured illustrations are included for the first time The Fundamentals of Illustration Lawrence Zeegen, Crush (Firm), 2005 After a decade of catching up with technology modern illustration is digitally literate and full of stylistic attitude Today s illustrators work across a broad range of traditional skills and software and are much in demand Recognising illustration as a freelance profession The Fundamentals of Illustration explains best working practices appropriate to all industry sectors including how to market and promote work effectively It also includes a useful section on copyright and the legalities of selling work Accompanied by engaging visuals and examples from the world of professional illustration The Fundamentals of Illustration offers a unique and comprehensive insight into the world of professional illustration **The Fundamentals of Illustration Second Edition** Lawrence Zeegen, 2012-10-10 A fresh introduction to the important elements of the discipline that takes the reader step by step through the key processes themes and applications in illustration Zama: General Pedagogy , 2023-04-13 General Pedagogy A Guide to Effective Teaching demystifies the scientific art of teaching by providing facts principles and concrete examples in real life situations such that neither the novice teacher who peruses it will stutter in front of students on the first day of school nor will the experienced teacher write and execute the same old lesson plans on that day The best teachers are those who show you where to look but don t tell you what to see is a popular quote attributed to Alexandra K Trenfor which aptly summarises the kind of teachers this book intends to produce when used as a teacher training resource Real teachers facilitate learning they do not simply tell learners the answers to their questions and concerns Accordingly the authors take the readers through well researched themes in the academic discipline of teaching wherein they present analyse and discuss pertinent issues Although they provide useful suggestions for teaching success the authors encourage teachers to interpret facts ideas and suggestions presented against the sociocultural contexts of their practice The materials are presented creatively while adding a personal touch intended to facilitate effective and efficient learning Complete Digital Illustration Lawrence Zeegen, 2010-02 Complete Digital Illustration is an informative and practical guide to this in demand area of design Alongside step by step tutorials top image makers from around the world provide real and practical advice on setting up a studio creating a killer portfolio and winning commissions The work featured in the book reflects the wide and exciting range of image making practice that thrives today from music and fashion to character and toy design The book reveals the secrets of the industry s

most successful creatives who transfer traditional illustrative skills into digital dimensions producing the highest quality most commercially successful animation three dimensional and vector based illustration This book offers a master class for students and professional designers and illustrators who want to take their work beyond the constraints of two dimensions and gain greater commercial success An inspirational must have guide Complete Digital Illustration is also of real value for professional image makers

Illustration Alan Male, 2024-01-11 Alan Male's *Illustration* is a classic in the field Bringing together theory context and issues around conceptual understanding the book is a perfect companion for illustration students around the world Hundreds of images from a wide variety of contemporary illustrators explore how successful creators work with depth of knowledge and understanding of their subjects By looking across examples from around the world readers gain an understanding of Visual metaphors Storytelling and narrative Truth and documentation Identity and persuasion Briefs and development New for this edition is *Illustrator as Author and Polymath* a chapter which explores the mix of skills that illustrators need beyond a strong visual style they must be problem solvers visual thinkers researchers and communicators It also reveals how image creators from the world of illustration visual communication and fine art can illuminate and present exciting and original concepts and ideas related to everything that is current in the past and in the future This edition has also been re designed and contains an expanded glossary and further reading and up to 30% new imagery to reflect recent trends in contemporary illustration practice

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