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A MCGRAW-HILL ADVERTISING CLASSIC

A Technique for Producing Ideas

FOREWORD BY
WILLIAM
BERNBACH

JAMES WEBB YOUNG

A Technique For Producing Ideas Illustrated

James Webb Young



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

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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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