

## 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.

A MODERN ADVERTISING CLASSIC

# A Technique for Producing Ideas

FOREWORD BY  
WILLIAM  
BERNBACH

JAMES WEBB YOUNG

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

**Marco Cascella**



## **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** 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 (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 catalogue 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, 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, 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* Young, 2004-07-01 *A Technique for Producing Ideas* James Webb Young, 1951 *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

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web the enchanted forest also known as the animal saga is a part animated part live action comedy drama musical dark fantasy series it was directed by columbia lego the series was based on the enchanted forest short story it debuted in 2009 and concluded in 2019 the series also includes 84

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