

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

Technique For Producing Ideas

Wilbur Fiske Stone



Technique For Producing Ideas:

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 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, 2013 **A Technique For Producing Ideas** Young, 2004-07-01 **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 - 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,2019-02-09 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 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,2019-11-20 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

Emerging Trends in Nigerian Art Music Composition and Performance Oghenemudiakevwe Igbi, 2025-04-22 Nigeria brims with an array of art musicians who have endeavoured to create and perform art music using traditional compositional nuances and performance practices In a clime where other musical styles seem to thrive more than art music Nigerian composers are always on the lookout for fresh ideas and techniques in their creative endeavours in pursuance of sundry objectives As a dynamic art music composition and performance continue to evolve and offer themselves to an extensive range of creative dimensions Hence it becomes imperative to be acquainted with such emerging trends in furtherance of the course for the actualisation of an authentic Nigerian art music identity The book is a compendium of twenty one articles by eminent Nigerian music scholars Divided into three sections the book is not only targeted at illuminating the minds of its readers but is also a scholarly literature that interrogates and unearths some of the emerging developments in the field of music The chapters contained herein dwell on a variety of issues in the art from different viewpoints of art music composition composers art music performance or practices African music popular music and music education

The Oxford Handbook of Popular Music in the Nordic Countries Fabian Holt, Antti-Ville Kärjä, 2017-07-03 Popular music has come to play a significant role in the political and cultural history of the Nordic countries Research on the region s culture has largely followed national narratives created by political and economic institutions even as cultural life in the region which spans a large area of northern Europe and the North Atlantic displays more complex geographies and evolving global dynamics As the first of its kind *The Oxford Handbook of Popular Music in the*

Nordic Countries offers a series of exemplary studies of music in these transnational dynamics in the specific context of the region's cultures and natural environments written by the foremost experts in the field. Chapters highlight and challenge music's place in exotic images of the North and in transnational environmentalism, tourism, racism and media industries. The Handbook illustrates how transnational dynamics evolve and shape musical life and the institutional spheres of policy, education and research.

Art Music Matthew Del Nevo, 2017-07-28. Listening to music is not merely something one does but something central to a way of living. Listening has the power to transport one into another way of being. It is a mode of feeling and forms the bedrock of deep emotion. Written from the viewpoint of a philosophy of sensibility, Matthew Del Nevo notes that this perspective may not be in fashion but it follows a long tradition. Del Nevo emphasizes the aesthetic experience of listening to art music as it has developed and disintegrated in Western civilization. He recognizes a deep psychological element to what he calls soul or more accurately sensibility. He addresses music in a non-technical way, taking up the powerful art theory of Charles Baudelaire, the music philosophy of Schopenhauer and Richard Wagner, and takes a strong critical stand against modernist intellectual art music. The importance of this book for the musically literate reader is its insight into the metaphysics of nostalgia. This comprehension is missing from nearly all musical instruction because we have lost sight of it. Del Nevo asserts that this understanding must be brought back into our culture. And since this is a book about listening to art music, it is no less about sensibility and its cultivation, which in its object form we call culture. An engaging book, *Art Music* will appeal to those interested in music culture and philosophy.

The Week-end Review of Politics, Books, the Theatre, Art and Music, 1930 The Year's art, compiled by M.B. Huish [and] (A.C.R. Carter), 1895

Richard Wagner and the Style of the Music Drama Wilbur Fiske Stone, 1897 **Minnesota Arts Education Guide** Susan K. Vaughan, 1993 **Werner's Voice Magazine** Edgar S. Werner, 1897 *International Musicological Conference in Commemoration of Béla Bartók*, 1971 József Ujfalussy, János Breuer, 1972 **The Near East Year Book and Who's who**, 1927 **Revolutions in Art and Ideas at the Turn of the Twentieth Century** David Galaty, 1994. At the turn of the twentieth century every field in the world of arts and ideas experienced a revolution which turned that field upside down. This book, written and edited by eight scholars from different disciplines, consists of a wide-ranging primary source anthology and a new interpretation of the intellectual and artistic revolutions around the turn of the century period. The primary source material is placed into three overlapping sets. **WORLD** explores the conception of a newly emerging heterogeneous urban world. **SELF** concerns the perception of a new type of self which was independent, non-rational and natural. **FORM** examines the subordination of traditional subject matter to a concern for innovative form and structure. Each of these categories is introduced by several pages of analysis and each selection is separately introduced.

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