

A STEP BY STEP TECHNIQUE:

PRODUCING IDEAS

BASED ON THE THEORY OF JAMES WELLS YOUNG



**THERE IS A PROCESS
TO THE CREATION
OF NEW IDEAS....**

AND IT'S REMARKABLY SIMPLE...

RESEARCH

- ▶ Gather information from as many sources as you can.
- ▶ Research markets, audience and your subject until it begins to develop its uniqueness.
- ▶ Specific - relating to product and audience.
- ▶ General - knowledge relating in general to the subject.



PRODUCE A NEW K-POP BAND

- ▶ What is their demographic
- ▶ How many members
- ▶ What is their visual aesthetic
- ▶ What is the storyline/concept
- ▶ Product placement and merchandising options

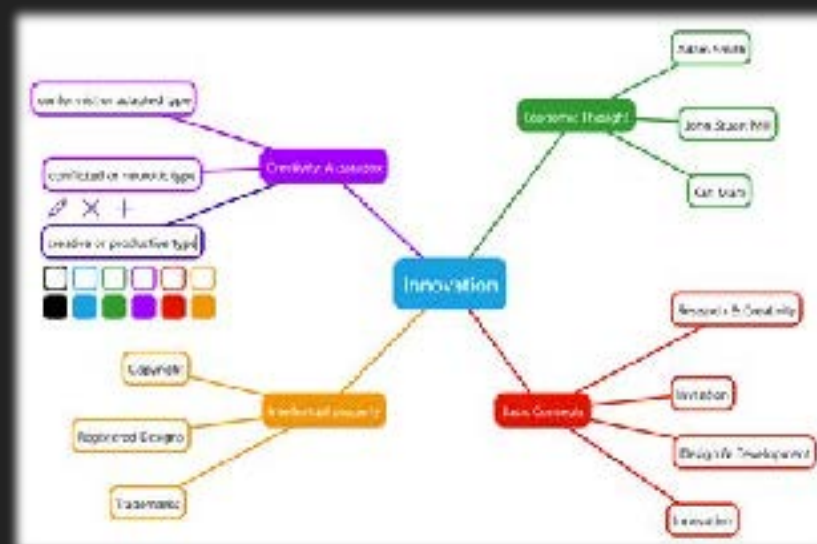
**PICK OUT A TAXI DRIVER, HE WILL
LOOK JUST LIKE ALL THE OTHERS,
STUDY HIM UNTIL YOU CAN DESCRIBE
HIM AS A UNIQUE INDIVIDUAL....**

James Webb Young

STEP 2

MENTAL DIGESTION

- ▶ Ruminare over all the collected materials
- ▶ Start to group and organise them
- ▶ Useful tools include mood-boards, post-it notes, mind maps.
- ▶ Start to note tentative ideas



LET THE SUBCONSCIOUS GO TO WORK

- ▶ Put everything aside, it is now firmly lodged in the subconscious
- ▶ Go and do something that stimulates imagination and emotion
- ▶ Allow the 'food' to digest



THE EUREKA MOMENT!

- ▶ This is the point at which the idea will form
- ▶ Usually as if by magic it will appear to you
- ▶ If enough effort has gone into the research phase the brain has been consciously and subconsciously thinking about it



PRACTICAL IMPLEMENTATION

- ▶ Adaptation of idea to actualisation
- ▶ Now is the time to discuss, hone and evolve
- ▶ Consider the practical elements to realising the idea
- ▶ **A GOOD IDEA WILL BE ABLE TO EXPLAIN ITSELF**



CANDY AIRLINE



MULTIPLE BRANDING OPPORTUNITY

K-POP/J-POP GIRLBAND-



KAWAII...

THE JAPANESE CULTURE OF CUTE



CANDY AIRLINE

LYRICS- ELLE HALLEY, JAMIE DUFFIN, NAMIWA JAZZ, KAZ KUWAMURA

INTRO: (SPOKEN)

THIS IS YOUR CAPTAIN SPEAKING,
WELCOME ABOARD TO CANDY AIRLINES
FLIGHT 777
TONIGHT WE FLY TO CANDY HEAVEN

<CHORUS>

WELCOME TO CANDY AIRLINES
WHERE ALL YOUR TROUBLES FLY AWAY
WELCOME ABOARD OUR FLIGHT,
WE'LL TAKE YOU THROUGH THE NIGHT
-CANDY COTTON CLOUDS
- AND SUGAR COATED DREAMS.
WERE YOUR CREW TONIGHT
WE HOPE YOU HAVE A PLEASANT FLIGHT

VERSE 1:

WE ARE YOUR CREW, WE'LL DO ANYTHING FOR YOU
WOULD LIKE A DRINK, EVERYTHING WE GOT IS PINK.À
WOULD YOU LIKE A SNACK? FLUFF THE PILLOW FOR YOUR
BACK?À
WE ARE YOUR CREW, WE'LL DO EVERYTHING FOR YOU.

PRE:

FLY WITH US TONIGHT

<CHORUS>

WELCOME TO CANDY AIRLINES
WHERE ALL YOUR TROUBLES FLY AWAY
WELCOME ABOARD OUR FLIGHT, WE'LL TAKE YOU THROUGH
THE NIGHT
CANDY COTTON CLOUDS
AND SUGAR COATED DREAMS
WERE YOUR CREW TONIGHT
WE HOPE YOU HAVE A PLEASANT FLIGHT

VERSE 2:

WE ARE HERE FOR YOU, WE'LL DO ANYTHING FOR YOU
TELL ME WHAT YOU'D LIKE, YOUR WISH IS OUR DELIGHT
RAINBOW COLOURED SKIES, AS CANDY AIRLINE FLIES.
CLOSE YOUR EYES TONIGHT AND HAVE A PLEASANT FLIGHT

<CHORUS>

WELCOME TO CANDY AIRLINES
WHERE ALL YOUR TROUBLES FLY AWAY
WELCOME ABOARD OUR FLIGHT,
WE'LL TAKE YOU THROUGH THE NIGHT
CANDY COTTON CLOUDS
AND SUGAR COATED DREAMS
WE'RE YOUR CREW TONIGHT
WE HOPE YOU HAVE A PLEASANT FLIGHT

< CAPTAIN VO >

LADIES AND GENTLEMEN
PLEASE FASTEN YOUR SEATBELTS
WE HOPE YOU HAD A PLEASANT FLIGHT
AND CANDY DANCE ALL THROUGH THE NIGHT

<CHORUS>

WELCOME TO CANDY AIRLINES
WHERE ALL YOUR TROUBLES FLY AWAY
WELCOME ABOARD OUR FLIGHT,
WE FLEW ALL THROUGH THE NIGHT
CANDY COTTON CLOUDS
AND SUGAR COATED DREAMS
WE'RE YOUR CREW TONIGHT
WE HOPE YOU HAD A PLEASANT FLIGHT

CONCEPT FOR FURTHER SONGS CELEBRATING CULTURE, POSITIVITY AND KAWAII CUTENESS..

- Snow festival - Sapporo
- Tanabata - Star Festival
- Sakura - Flower Festival
- Hinamatsuri - dolls/ girls day



5W+H

- ▶ who, what, where, why, when + how?
- ▶ The easiest method for writing biographies, press releases and essays.



THE SIX HATS – EDWARD DE BONO

- ▶ Can be used singularly or as a team - either wear each hat in turn yourself, or using one to each team member.
- ▶ Provides rational structure and methodology.
- ▶ Creates a balanced perspective to project planning.

Hat	Role	Focus
	Logic	The facts.
	Optimism	The value and the benefits.
	Devil's advocate	The difficulties and dangers.
	Emotion	Feelings and intuitions.
	Creativity	Possibilities and new ideas
	Management	Making sure the rules of the hats are observed.



MOOD BOARD CHALLENGE

BRAND YOUR PARENT AS A POP STAR!!

Create a mood board to create a signature brand persona for your parent or relative as a POP artist for 2020

Think about Image, ethos and mood.

Incorporate elements of colour palette and style.

Include iconography and typography.

Use elements to signify brand persona

45 minutes