

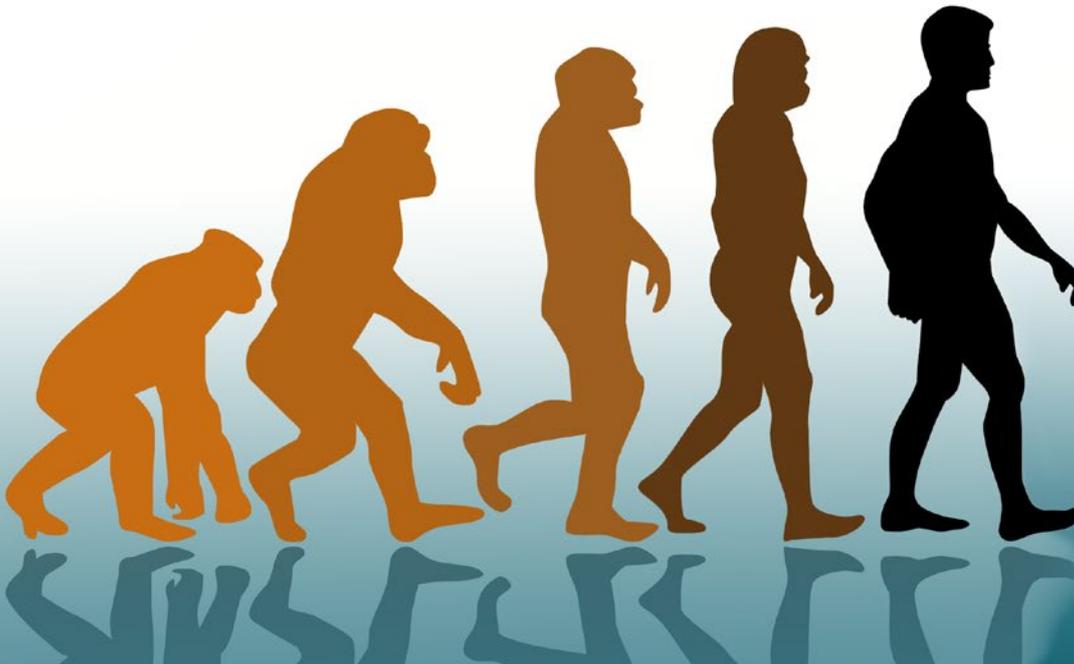
Developing ideas the Pixar way



Ed Catmull is co-founder of Pixar Animation Studios and president of Walt Disney and Pixar Animation Studios.

Ed Catmull, in his recent memoir, *Creativity Inc.*, explored how the creative process of Pixar works and how it lead to the success of its many films.

This leaflet highlights the key points that need to be considered and practiced to develop a team that is constructive, supportive and creates the best ideas transforming the 'ugly baby' into something that is beautiful and special.

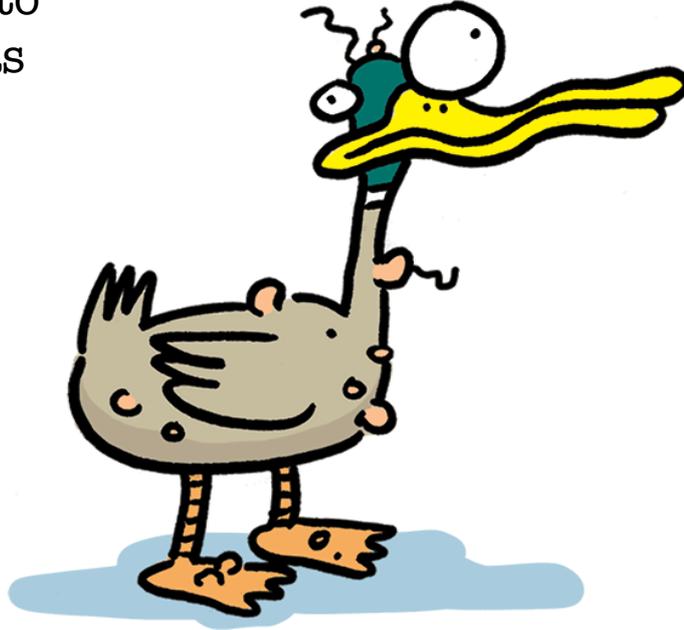


**' All ideas start as
ugly babies'**

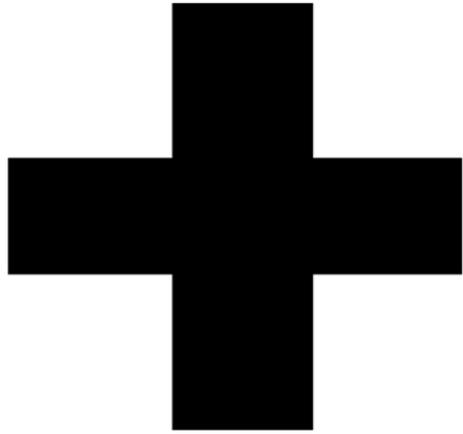


...they are awkward and unformed,
vulnerable and incomplete

It is important to
protect them as
originality
is fragile.



**THERE IS A TENDENCY TO COMPARE AN
EARLY IDEA TO A FINISHED PROJECT
(OR AN EXISTING PROJECT)**



What if!

The best way to help someone's else's idea is to treat it as if it is your own. To invest yourself as much as if it was '*your ugly baby*', rather than sit in judgment of it. A good idea can only reach its true potential if everyone is working towards its success.

Plussing

Brainstorming is coming up with a pool of ideas.

Plussing is developing an idea

The general rule is that you may only comment on an idea if you also add a constructive suggestion.

Hence the name **plussing**.

Instead of saying - that won't work or that is a stupid idea it should sound like...okay! that is an **interesting idea** I could work with...for example **what if** you could do...this ...or ...that - would that **make it better?**

IDENTIFY PROBLEMS BEFORE YOU CAN SOLVE THEM

The only way the ugly baby can
get better is through positive
and constructive feedback

The purpose of creative
feedback is to move the
project forward



Listening

Debate, with the addition of 'plussing' and exploration of ideas process, does not destroy but rather grows an idea.

We are all given two ears and one mouth, to remind us that we should spend twice as much time listening as talking.

**OUR JOB IS TO PROTECT THE
NEW..TO NURTURE IT.**

**You need to know this...
Not all ugly babies grow
up and become beautiful.**

Sometimes ideas just don't pan out or work -

Edison the inventor of the light bulb stated once "I didn't fail 1,000 times. The light bulb was an invention with 1,000 steps."

**The best ideas
will always be
transformed
into something
beautiful and
special.**



