

Journalism 491
Spring 2015
Workroom-Creative Advertising Incubator

Webster defines incubation this way: “to maintain under conditions favorable for hatching, development, or reaction.” The Workroom course creates those conditions, allowing creative advertising students to experience the full breadth of the creative industry. The course combines a development workshop with a professional industry project, giving you unprecedented access to working creatives, industry trendsetters and decision makers. In Workroom you will not simply think and write about your creative ideas, instead, this class is completely focused on execution. You will be immersed in what it takes to produce engaging creative from the moment the class begins.

Course Objective:

To show participants the scope of what’s possible as a creative professional by creating a hands on
The semester’s assignment will include product development work for a large scale experiential event. Participants will take their ideas beyond the boundaries of media to create an experience.

Details:

Class Meetings: 2:00pm to 3:30pm Tuesday & Thursday, Workroom Space—149 E. Franklin Street, Fl. 2
Instructor: Dana McMahan
Office: Carroll 229
Phone: 919-434-1229
Twitter: @dhmcmahan
Office Hours: 12:15-2 Tuesday/Thursday in Carroll. 3:15-5:30 in the Workroom lab. (149 East Franklin Street, Floor 2). I will be happy to see any student outside of class by appointment. Please email me to schedule a time. Email: dmcghan@email.unc.edu

Required Reading:

Readings are required for this class and in-classes exercises will often be based on these pieces. Links or digital copies will be posted in the Sakai Resources folder. There will be no handouts in the classroom. If you prefer printed copies of materials, please prepare for class by downloading what you need before you come to class.

Course Format:

This course is a hands-on class. You will work on the semester’s project in every session and will have interaction with industry professionals once a week. Attendance is crucial for success in this course.

Evaluating Work:

This is a creative class focused on invention. It includes many elements from the world of design, but endeavors to reach beyond the traditional approaches. The top grades in this class will be awarded for work that stretches the imagination and shows a powerful commitment to passionate thinking.

<u>Grade</u>	<u>Minimum Percentage Required</u>
A	93
A-	90
B+	87
B	83
B-	80
C+	77
C	73
C-	70
D+	67
D	63
D-	60
F	59 and below

Professional Values and Competencies (AEJMC):

In this course you'll learn key industry principles including:

- Demonstrate an understanding of the history and role of professionals and institutions in shaping creative advertising;
- Understand concepts and apply theories in the use and presentation of images and information;
- Think critically, creatively and independently;
- Conduct research and evaluate information by methods appropriate to the creative advertising industry;
- Write correctly and clearly in forms and styles appropriate for advertising audiences and purposes they serve;
- Critically evaluate your own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply basic numerical and statistical concepts used in creative advertising development;
- Apply tools and technologies appropriate for creative advertising.

Your grade will result from the following:

Participation, Attendance & In-class exercises	40%
In Class Exercise	10%
Exam	15%
Final Exhibition Piece	35%

Note: In-class assignments will not be repeated unless advance arrangements are made or extreme circumstances create an excused absence. Please be aware of this factor when formulating your schedule for the semester. Keep in touch with me via email about any issues that could potentially disrupt your class performance. My (virtual) door is always open.

Honor Code:

All work should be completed in observance of the honor code. (honor.unc.edu)

A Timeline and Schedule of Topics will be addressed as the semester progresses. We'll be focused on the following areas:

Design
Product Development
Consumer Relationship Management
Social Business Initiatives
Audience Development
Performance and Experiential Advertising

Notable Dates:

Required Session: Monday, February 23rd (Time TBA) Andrew Roberts, Chair BBDO

April 7th, FINAL PRODUCTION