

Journalism 491.009
Spring 2015
Workroom - Entrepreneurial Design Track 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. Partnering with a national client, the course will align the influences of advertising, culture, design and entrepreneurialism to bring a new product, service or concept to life.

Course Objective:

To show participants the scope of what’s possible as a creative industry professional by:

- Using market research and the principles of human centered design to identify opportunities.
- Using Rapid prototyping and engaging service design techniques to showcase those concepts in real, testable settings.
- Developing a pitch/presentation/installation that demonstrates next-level design thinking and makes a viable financial case for the concept being presented.

Details:

Class Meetings: 1:00pm to 2:15pm Tuesday & Thursday, Workroom Space—Franklin Street
149 East Franklin Street, Chapel Hill.

Instructor: Dana McMahan

Office: Carroll 238

Phone: 919-434-1229 Twitter: @dhmcmahan

I am happy to see any student outside of class by appointment. Please email me to schedule a mutually convenient time. Email: dmcghan@email.unc.edu

Required Reading:

Everything needed for this class will be posted to the course’s Sakai site. 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 throughout the semester. Attendance is crucial for success.

Note: In-class assignments and work sessions 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.

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 design thinking.

Grades will result from the following work:

Participation, Attendance & In-class exercises	50%
Mid Term Exam	15%
Final Exhibition Piece	35%

Grade	Minimum Percentage Required
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

Honor Code:

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

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.

Spring 2014 JOMC 271 Preliminary Schedule by Date:

Workroom sessions will address following areas throughout the semester:

Market Research

Product Development

Service Design

Aesthetics & Art Direction

Human-Centered Design & Social Impact

Experiential Marketing & Sales

Consumer Relationship Management, Post Sale

Class 1	Jan 9	Welcome to the Step Beyond Media Placement
Class 2	Jan 13	Understanding the Problem
Class 3	Jan 15	Understanding the Problem
Class 4	Jan 20	Understanding the Problem
Class 5	Jan 22	Learning the Questions
Class 6	Jan 27	Immersive Research
Class 7	Jan 29	Immersive Research

Class 8	Feb 3	Immersive Research
Class 9	Feb 5	Critique—Insights, Client Consult
Class 10	Feb 10	Critique—Making Decisions
Class 11	Feb 12	Exam 1
Class 12	Feb 17	Work Session—Design Execution, On Paper
Class 13	Feb 19	Work Session—Design Execution, On Paper
Class 14	Feb 24	Work Session—Design Execution, On Paper
Class 15	Feb 26	Critique—Design Execution, Client Consult
Class 16	Mar 3	Work Session—Production, Prototype Development
Class 17	Mar 6	Work Session—Production, Prototype Development
Class 18	March 5	No Class—Spring Break
	Mar 10	No Class—Spring Break
	Mar 12	No Class—Spring Break
Class 19	Mar 17	Work Session—Production, Prototype Development
Class 20	Mar 19	Work Session—Marketing Materials
Class 21	Mar 24	Work Session—Marketing Materials
Class 22	Mar 26	Work Session—Marketing Materials
Class 23	Mar 31	Work Session—Marketing Materials
Class 24	Apr 7	FINAL PRODUCTION/INSTALLATION
Class 25	Apr 9	Work Session
Class 26	Apr 14	Work Session
Class 27	Apr 16	Work Session
Class 28	Apr 21	Work Session
Class 29	Apr 23	Work Session

Reading Resources (Please note that other book excerpts and support material will be added as the semester progresses.):

Human-Centered Design Toolkit, IDEO, 2009.

The E-Myth Enterprise: How to Turn a Great Idea into a Thriving Business, Michael E. Gerber, Harper Business, 2009.

Service Design, From Insight to Implementation, Andy Polaine, Lavrans Løvlie & Ben Reason, Rosenfeld Books, 2013.

The Design of Everyday Things, Donald A. Norman, Double Day/Basic Book, 2002 edition.