**Journalism 491.003**

**Spring 2014**

**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 series of group networking sessions with industry professionals, giving you unprecedented access to working creatives as you develop your ideas.

**Course Objective:**

To show participants the scope of what’s possible as a creative professional.

The semester’s assignment will include product development work for a student-run business. Participants will take their ideas beyond the boundaries of media to create a working business.

**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 229

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: [dmcmahan@email.unc.edu](mailto:dmcmahan@email.unc.edu)

**Required Reading:**

Handouts and online resources. 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 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.

# 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

**Your grade will result from the following:**

Participation, Attendance & In-class exercises 50%

Mid Term 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:

Product Development

Consumer Relationship Management

Social Business Initiatives

Design

Sales