**Journalism 271**

**Spring 2014**

**Copywriting and Communication-A Creative Concepting Class**

This is a course on creative concepting for advertising. It is meant to give you an understanding of how advertising creatives work and the kind of thinking required in this area of the industry. Although the course title is Copywriting and Communication, much of the focus here is on concept development and discovering the ideas that lead to compelling advertising messages.   
The course uses many examples of excellent creative advertising to help you learn two guiding principles: 1. How to establish core creative ideas; 2. How to craft the message to the core idea.

Class Meetings: 11:00-12:15 Tuesday & Thursday, Carroll 33

Instructor: Dana McMahan   
Office: Carroll 238

Phone/Text: 919-434-1229

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Office Hours: I will be happy to see any student outside of class by appointment. Please email me to schedule a time. Email: [dmcmahan@email.unc.edu](mailto:dmcmahan@email.unc.edu)

**Evaluating Work:**   
Creativity is subjective, and ideas about what is “good” vary from one person to another. Grading subjective material is always challenging, so remember that this is a class about discovering new ideas and innovative thinking. Real insight into thinking creatively will represent the highest evaluations. A sincere attempt to learn the material, timely response to assignments, and professional presentation will certainly receive a passing grade, but be prepared to be pushed beyond the obvious solutions. Those participants who respond to feedback will perform better on evaluations than those who choose the safe answers to each problem. The grading rubric for assignments will always include an Innovation element, as does the grade for class activity.

**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

**Course Objectives:**

This course will provide you with some hands-on exercises for looking at creative advertising from a fresh perspective. Lectures, readings and resources will expose you to the conversations taking place in and about current ad agency creative departments. Individual assignments and projects will mimic the kind of concept work done for major brands and will give you a realistic understanding of the tools you need to be a top performer in the creative industry.

**Course Format:**

This course is a participatory class. All lectures will be combined with class discussion about the topic. Please come to class prepared to share your views on the materials you have read, and observations you have made which are relevant to the topic.

**Assignments:**

Part of participating in the class is getting the chance to stretch your creative wings. We are not going to just talk about creative work others do, we are going to produce creative work. Every assignment will require you to be flexible and open to many possible solutions.

**Evaluations:**

Your grade will result from the following:

Attendance, Participation, Innovation (reminder: max of 3 classes can be missed) 10%

Individual Concept Assignments (4 total, averaged together) 40%

Exam 1 15%

Exam 2 15%

Final Group Project 20%

**Assignments**

All assignments will be presented professionally. Each assignment will have a specific delivery format and instructions must be followed closely to avoid losing points. Pay close attention to assignment parameters. Most assignments can be submitted online. Late assignments will only be accepted with medical excuses or family emergencies. Vacations, interviews, personal time, and travel are not excuses for late work. Deadlines are part of the reality of advertising and must be observed during this course in the same manner a job would require.

**Attendance:**

Attendance is expected in order to participate fully in this course. You may be absent a maximum of 3 times for this class. These three absences can be for anything--illness, travel, personal time--- but beyond these 3, your grade will be lowered.

**Participation:**

This course requires your active participation. The class will include a break session where you can check in with your other responsibilities or social activities, but you are expected to direct your attention to the classwork when we are in session. Multi-tasking with other communications, whether web-based or mobile-based will reduce your grade. This is simply not an environment where you can participate fully when you are engaged with other media.

**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: Understanding concepts and applying theories in the use and presentation of images and information; thinking critically, creatively and independently; applying appropriate tools and technologies for advertising creative; understanding of the history and role of professionals shaping the creative industry.

**Spring 2014 JOMC 271 Preliminary Schedule by Date:**

Please note: the instructor reserves the right to alter the schedule as necessary throughout the semester.

Class 1 Jan 9 **Welcome to the world of Advertising Creative**

Class 2 Jan 14 **Brand Experience**

Class 3 Jan 16 **Brand Experience**\_Concept Assignment 1 Due

Class 4 Jan 21 **Brand Experience**

Class 5 Jan 23 **Storytelling**

Class 6 Jan 28 **Storytelling**

Class 7 Jan 30 **Client Briefing\_**Semester Project

Class 8 Feb 4 **Crossing Media**

Class 9 Feb 6 **Crossing Media**\_Concept Assignment 2 Due

Class 10 Feb 11 **Crossing Media**

Class 11 Feb 13 **Exam 1**

Class 12 Feb 18 **Work Sessions**

Class 13 Feb 20 **Work Session**

Class 14 Feb 25 **Work Session**

Class 15 Feb 27 **Work Session**

Class 16 Mar 4 **Production**

Class 17 Mar 6 **Production**\_Concept Assignment 3 Due

March 11 **No Class—Spring Break**

Mar 13 **No Class—Spring Break**

Class 18 Mar 18 **Production**

Class 19 Mar 20 **Production**

Class 20 Mar 25 **Practice Round 1**

Class 21 Mar 27 **Practice Round 2**

Class 22 Apr 1 **Work Session**\_Concept Assignment 4 Due

Class 23 Apr 3 **Work Session**

Class 24 Apr 8 **Work Session**

Class 25 Apr 10 **Exam 2**

Class 26 Apr 15 **Work Session**

Class 27 Apr 17 **Practice Round 1**

Class 28 Apr 22 **Practice Round 2**

Class 29 Apr 24 **Final Presentation of Semester Project**

**Apr 29 12:00 Final Exam Period**