

# MEJO 490-002 SP17 | ADVERTISING EXPERIENCE DESIGN

**UNC School of Media and Journalism**  
**Fridays | 1:00 p.m. to 3:30 p.m. | Room 268**

## **INSTRUCTOR**

Lisa Villamil  
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## **OFFICE HOURS**

Thursdays | 11 a.m. to 1 p.m. and 2:30 p.m. to 3:30 p.m.  
Also available by appointment

## **COURSE DESCRIPTION**

This skills-based course explores the digital brand environment as a way to build engagement and better experiences for consumers. The course provides a broad understanding of new types of content, design and experiences from user experience design to the Internet of Things to immersive experience to augmented reality. Ideation is central, design thinking key to investigating new forms of marketing and messaging using empathy, storytelling and design.

## **COURSE APPROACH**

This class combines lectures, readings, group discussion and experience design projects. Students work on individual or collaborative projects to pursue interests in strategy, design and creative technologies and to produce portfolio-quality work. All types of making are welcome including advertising, data-driven media, product design, multimedia and visual art. Students must have foundational experience using Adobe Illustrator, Photoshop, HTML/CSS and video.

## **STUDENT LEARNING OUTCOMES**

Students will:

- Explore the emerging field of experience design
- Compare and contrast user experience, customer experience and immersive experience design
- Investigate physical, mental, emotional, spiritual/religious, social and virtual media experience
- Build engagement in digital brand experiences and integrated media
- Apply experience design concepts to integrated media projects
- Discover how creativity and experience drives innovation
- Present portfolio quality work and articulate experience strategies and creative rationale

## **READINGS (primarily online)**

There will be weekly readings and analysis of experience design and profiles of influencers.

## **TUTORIALS (required / free and online)**

Lynda.com / A Lynda.com subscription is now free to UNC students. <http://software.sites.unc.edu/lynda/>

## **SOFTWARE (required / free and online)**

Software Adobe Illustrator is required software for this course. UNC Chapel Hill now provides students with a free subscription to Adobe Creative Cloud. Directions for this subscription and how to access the UNC's Virtual Private Network (VPN) are provided on the Sakai course site. <http://software.sites.unc.edu/adobe/>

## **ADDITIONAL COURSE MATERIALS**

USB flash drive or external hard-drive for file back-up if not using MJ server  
Sketchbook or a notebook to take notes and plan projects

## **ATTENDANCE**

Because of the structure of this course, attendance is necessary for learning and is required (unexcused absences will affect your final grade). If you need to miss a class it is your responsibility to inform me in advance and to subsequently make up the work. Three or more absences—unexcused and excused—will result in a failing grade. If you must miss a class for any reason, it is your responsibility to talk to the instructor ahead of time.

Additionally, you are expected to arrive to class on time. Arriving more than 15 minutes late or leaving more than 15 minutes early (with the exception of open lab days) will count as an absence if you fail to provide the instructor with a valid reason before class.

## **CLASS EXPECTATIONS**

Most class sessions will consist of lecture, group discussion and lab time to work on current projects. Students should plan on spending a generous amount of additional lab time outside of class to complete readings, tutorials and projects. You are expected to come to every class on time, interact with your classmates and the instructor, and work hard inside and outside of lab. Once class has started, you are expected NOT to check your cell phone or browse non-course related websites during class. This is distracting to students around you and to the instructor. Failure to do so will lower a student's participation grade. Also, please be aware that you will be working in a computer lab filled with expensive equipment. Therefore drinks are not allowed on desks next to computers. No food is allowed. If you must eat, please make arrangements with the instructor prior to class.

## **GRADE WEIGHTING**

Engagement: 10% (attendance, discussion, effort, critiques)

Presentation: 20% (projects, briefs and creative rationales)

Projects: 70% (class assigned projects or approved alternative projects of equal educational value and effort)

## **GRADING SCHEMA**

A = 90 – 100

B = 80 – 90

C = 70 – 79

D = 60 – 69

F = < 60

## **EXPLANATION OF COURSE LETTER GRADES**

A Excellent: Mastery of course at the highest level

B Strong: Strong performance demonstrating a high level of attainment

C Adequate: A totally acceptable performance demonstrating an adequate level of attainment

D A marginal performance in the required exercises demonstrating a minimal passing level of attainment

F For whatever reason, an unacceptable performance.

## **EXPLANATION OF DESIGN EVALUATION AND GRADING**

Creative projects will be graded with a rubric measuring creativity, execution and engagement. Students typically receive ongoing feedback and evaluation in class during the creative process and project production. This takes the form of instructor/student conversations, peer critiques, class critiques, online critique forums and grading comments. Feedback is consistent although varied depending upon project objectives and production schedules.

## **DIVERSITY**

The University's policy on Prohibiting Harassment and Discrimination is outlined in the 2011-2012 Undergraduate Bulletin <http://www.unc.edu/ugradbulletin/>. UNC is committed to providing an inclusive and welcoming environment for all members of our community and does not discriminate in offering access to its educational programs and activities on the basis of age, gender, race, color, national origin, religion, creed, disability, veteran's status, sexual orientation, gender identity, or gender expression. For more information: <http://eoc.unc.edu/our-policies/ppdhrm/>

## **SPECIAL ACCOMMODATIONS**

If you require special accommodations to attend or participate in this course, please let the instructor know as soon as possible. If you need information about disabilities visit the Accessibility Services website at: <https://accessibility.unc.edu/>

## **ACCREDITATION**

The School of Journalism and Mass Communication's accrediting body outlines a number of values you should be aware of and competencies you should be able to demonstrate by the time you graduate from our program. Learn more about them here: <http://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTML#vals&comps>

No single course could possibly give you all of these values and competencies; but collectively, our classes are designed to build your abilities in each of these areas. In this class, we will address a number of the values and competencies, with special emphasis on the last six bullet points under "Professional values and competencies" in the link above.

## **SCHEDULE**

**WEEK 1** | *January 13* | Advertising Experience Design

**WEEK 2** | *January 20* | Brand vs. Experience

**WEEK 3** | *January 27* | Old Drivers

**WEEK 4** | *February 3* | New Drivers

**WEEK 5** | *February 10* | Engagement

**WEEK 6** | *February 17* | IoT

**WEEK 7** | *February 24* | Business + Data + Design

**WEEK 8** | *March 3* | Human-Centered Strategy

**WEEK 9** | *March 10* (SPRING BREAK)

**WEEK 10** | *March 17* | Immersion

**WEEK 11** | *March 24* | Augmented Reality

**WEEK 12** | *March 31* | Virtual Reality

**WEEK 13** | *April 7* | Brand Promise

**WEEK 14** | *April 14* | Service Design

**WEEK 15** | *April 21* | Service Design

**WEEK 16** | *April 28* | Service Design

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**FINAL EXAM** | *Thursday, May 4, 2017 at 12 noon in Room 268*