

JOURNALISM 271 - CREATIVE CONCEPTING

Spring Semester 2017

Carroll Hall, Room 033

Tues/Thursday 5:00 p.m.-6:15 p.m.

Instructor: Kevin Kearns

Contact Info: kevinkearns@me.com

Phone/Text: 919-268-0413

Office Hours: By appointment only.

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.

We will be using these three conceptual filters: **Impact**, **Communication**, and **Persuasion**.

The course uses examples of excellent creative advertising to help you learn these guiding principles: *1. How to establish core creative ideas; 2. How to craft the message to the core idea.*

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 the push 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.

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.

ATTENDANCE POLICY

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.

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.

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GRADING POLICY

Your grade will result from the following evaluations:

Attendance and Participation*	10%
Individual Concept Assignments (4 total)	40%
Research/Reading Assignment	10%
Group Campaign	10%
Final Group Project**	30%

**Reminder: max of 3 classes can be missed*

***The final group project serves as your final exam for this course*

Grades will be mathematically calculated on the following values:

A	93	C+	77
A-	90	C	73
B+	87	C-	70
B	83	D	63
B-	80	D-	60

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. Assignments will be presented in class. 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.

HONOR CODE

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

JAN 12:	Introductions/Class Exercise
JAN 17:	Discussion/Assignment #1 Review
JAN 19:	Book Project Concepting Session
JAN 24:	Concepting/Presentation Tools
JAN 26:	Assignment #1 Due
JAN 31:	The Creative Brief/Research Tools Assignment #2 Review
FEB 2:	Lecture/Discussion/Work Sessions
FEB 7:	Assignment #2 Due Assignment #3 Review
FEB 9/14:	Lecture/Discussion/Work Sessions
FEB 16:	Assignment #3 Due Assignment #4 Review
FEB 21/23:	Lecture/Discussion/Work Sessions
FEB 28:	Assignment #4 Due
MAR 2:	Group Project Kick-Off Individual Research Paper Review
MAR 7:	Lecture/Discussion/Work Sessions
MAR 9:	Lecture/Discussion/Work Sessions
<hr/> MAR 14/16: No Class/Spring Break <hr/>	
MAR 21:	Group in-class 1:1 w/Kevin
MAR 23:	Group Project Presentations Individual Research Paper Due
MAR 28:	Final Group Project Review/Teams
MAR 30:	Lecture/Discussion
APR 4:	In-Class Group Work Sessions
APR 6:	In-Class Group Work Sessions
APR 11:	In-Class Group Work Sessions
APR 13:	Production
APR 18:	Production
APR 20:	Rehearsal/Work Session
APR 25:	Rehearsal/Work Session
APR 27:	FINAL PRESENTATION