

JOURNALISM 371 - ADVERTISING CREATIVE

Fall Semester 2017

Carroll Hall, Room 021

Monday/Wednesday 5:00 p.m.–6:15 p.m.

Instructor: Kevin Kearns

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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.

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.

The School of Media and Journalism adopted Diversity and Inclusion Mission and Vision statements in spring 2016 with accompanying goals - <http://www.mj.unc.edu/diversity-and-inclusion>.

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 based on age, gender, race, color, national origin, religion, creed, disability, veteran's status, sexual orientation, gender identity, or gender expression.

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GRADING POLICY

Your grade will result from the following evaluations:

Attendance and Participation*	10%
Individual Concept Assignments (4 total)	40%
Concepts Journal	10%
Group Assignment	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)

- AUG 23: Introductions/Assignment #1 Review
- AUG 28: Lecture
- AUG 30: Lecture
- SEPT 4: NO CLASS - Labor Day Holiday
- SEPT 6: Assignment #1 Due
- SEPT 11: The Creative Brief/Research Tools Assignment #2 Review
- SEPT 13: Lecture/Discussion/Work Sessions
- SEPT 18: Assignment #2 Due Assignment #3 Review
- SEPT 20: Lecture/Discussion/Work Sessions
- SEPT 25: Assignment #3 Due Assignment #4 Review
- SEPT 27: Lecture/Discussion/Work Sessions
- OCT 2: Assignment #4 Due
- OCT 4: Group Project Kick-Off Individual Research Paper Review
- OCT 9: NO CLASS - Kevin Out
- OCT 11: Lecture/Discussion/Work Sessions
- OCT 16: Group Project Presentations #1
- OCT 18: No Class/Fall Break
- OCT 23: Lecture/Discussion/Work Sessions
- OCT 25: Lecture/Discussion/Work Sessions
- OCT 30: Group Project Presentations
- NOV 1: Final Group Project Review/Teams
- NOV 6: Team/Kevin 1:1's
- NOV 8: Team/Kevin 1:1's
- NOV 13: Team/Kevin 1:1's
- NOV 15: Team/Kevin 1:1's
- NOV 20: Team/Kevin 1:1's
- NOV 22: NO CLASS - Thanksgiving Break
- NOV 27: Team/Kevin 1:1's
- NOV 29: Team/Kevin 1:1's
- DEC 4: Rehearsal/Work Session Concepts Journal DUE
- DEC 6: Rehearsal/Work Session
- DEC 11: FINAL PRESENTATIONS