

**JOURNALISM 371.3 - ADVERTISING CREATIVE**  
Spring Semester 2018  
Carroll Hall, Room 033  
Tuesday/Thursday 5:00 p.m.-6:15 p.m.

Instructor: Kevin Kearns  
Contact Info: [kevinkearns@me.com](mailto: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. 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 that 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.

### **GRADING POLICY**

Your grade will result from the following evaluations:

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

\* Maximum of three classes can be missed before your grade is affected/lowered. \*\*The final group project serves as your final exam for this course

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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		

### **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.

### **SEEKING HELP**

If you need individual assistance, it is your responsibility to meet with me. If you are serious about wanting to improve your performance in this course, the time to seek help is as soon as you are aware of the problem —whether the problem is difficulty with course material, a disability, or an illness.

### **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>

### **HONOR CODE:**

I expect that each student will conduct himself or herself within the guidelines of the University honor system (<http://honor.unc.edu>). All academic work should be done with the high levels of honesty and integrity that this University demands. You are expected to produce your own work in this class. Using a set-up sound bite is a violation of the honor code. If you have any questions about your responsibility or your instructor's responsibility as a faculty member under the Honor Code, please see the course instructor or Senior Associate Dean C. A. Tuggle, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

### **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.

### **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 Department of Disability Services website at <http://disabilityservices.unc.edu/>

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Individual assignments in this first portion of the semester will cover concept brainstorming, target profiles and personas, campaign development, and executional considerations

This group project will have two presentations:  
 (1) Research, Insights, and Strategy  
 (2) Campaign concept platforms and executions

These classes will function as individual team/group work sessions, and have specific time blocks for each team to work individually with Kevin.

JAN 11:	Introductions
JAN 16:	Lecture/Assignment #1 Review
JAN 18:	Lecture/Class discussions
JAN 23:	<b>Individual Assignment #1 Due</b>
JAN 25:	Creative Strategies Assignment #2 Review
JAN 30:	Class Excercise/Discussion
FEB 1:	<b>Individual Assignment #2 Due</b>
FEB 6:	Class Discussion/Lecture Assignment #3 Review
FEB 8:	Lecture/Discussion/Work Sessions
FEB 13:	<b>Individual Assignment #3 Due</b>
FEB 15:	Class Discussion/Lecture Assignment #4 Review
FEB 20:	Lecture/Discussion/Work Sessions
FEB 22:	<b>Individual Assignment #4 Due</b>
FEB 27:	Group Project Kick-Off
MAR 1:	Class Discussion/Lecture
MAR 6:	<b>Group Research Presentations #1 Due</b>
MAR 8:	Lecture/Discussion/Work Sessions
MAR 13:	No Class/Spring Break
MAR 15:	No Class/Spring Break
MAR 20:	Recap/Review/Class Work Session
MAR 22:	<b>Group Campaign Presentation Due</b>
MAR 27:	<b>Final group project overview and schedule</b>
MAR 29:	Lecture/Discussion/Work Sessions
APR 3:	Team/Kevin 1:1's
APR 5:	Team/Kevin 1:1's
APR 10:	Team/Kevin 1:1's
APR 12:	Team/Kevin 1:1's
APR 17:	Team/Kevin 1:1's
APR 19:	Team/Kevin 1:1's
APR 24:	Rehearsal/Work Session
APR 26:	Rehearsal/Work Session
<b>MAY 8:</b>	<b>4:00-7:00pm FINAL PRESENTATIONS</b>