

## **MEJO 371, Spring 2019 Advertising Creative**

This is a course on the development of creative work for advertising. It is meant to give you an understanding of how advertising creatives (art directors and writers) work and the kind of thinking required in this area of the industry. 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 based on the consumer insights that guide advertising strategy; 2. How to develop tactics around the core idea.

Class Meetings: 9:30-10:45 T/TR, Workroom Space, 149 East Franklin Street, 2nd Floor

Instructor: Dana McMahan

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Phone/Text: 919-434-1229

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Office hours: 12:30-2:30 Tues/Thurs. I will be happy to see any student outside of class by appointment. Please email me to schedule a time. Email: [dmcghan@email.unc.edu](mailto:dmcghan@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. An A grade has a sense of delight and new thinking. 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
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, branding agencies and brand-side marketing 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

You will do both individual work and group work throughout the semester, giving you the chance to show your own creative approach and demonstrate your leadership in the creative process. This course is participatory in every way. All lectures will be combined with class discussion. 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 ( <b>More than 3 absences will lower grade regardless of other assignment grades</b> )	10%
Concept Assignment 1	10%
Concept Assignment 2	15%
Concept Assignment 3	15%
Mid Term Exam	15%
First Client Project	15%
Second Client Project--Final	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. 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 3 absences, your grade will be lowered regardless of scores on your other work.** Excused absences beyond 3 are only admissible with extreme emergencies.

## Participation

This course requires your active participation. 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.

## **Innovation**

The most difficult part of doing creative work is breaking through the expected solutions. A creative brief will contain the basics on what the client needs. Finding new ways to tackle the challenges in a brief is where the innovation portion of this class occurs. You will be evaluated in every assignment on this component.

## **Readings**

Posted online. Exams are based on the reading. If you would like to print them out, please do so on your own. Printed materials will not be supplied during class.

## **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. If you have any questions about your responsibility or your instructor's responsibility as a faculty member under the Honor Code, please see me or Senior Associate Dean Charlie Tuggle, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

## **Seeking Help**

If you need individual assistance, it's your responsibility to meet with the instructor. If you are serious about wanting to improve your performance in the 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.

## **Diversity**

The University's policy on Prohibiting Harassment and Discrimination is outlined in the 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 Accessibility Services website at <https://accessibility.unc.edu/>

## **Accreditation**

The School of Media and Journalism'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 these:

- Demonstrate an understanding of the history and role of professionals and institutions in shaping creative advertising;
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of advertising in a global society;
- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Think critically, creatively and independently;
- Conduct research and evaluate information by methods appropriate to the creative advertising industry;
- Write correctly and clearly in forms and styles appropriate for advertising audiences and purposes they serve;
- Critically evaluate your own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply tools and technologies appropriate for creative advertising.

### Spring MEJO 371 Preliminary Schedule by Date

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

Class 1	Jan 10	<i>In Class:</i>	<b>Welcome</b>
		<i>Out of Class:</i>	Watch, <i>Art &amp; Copy</i> at this link: <a href="http://unc.kanopystreaming.com.libproxy.lib.unc.edu/node/121486?final=1">http://unc.kanopystreaming.com.libproxy.lib.unc.edu/node/121486?final=1</a> (Link available on Sakai Resources as Art & Copy)
Class 2	Jan 15	<i>In Class:</i>	<b>Brand Experience: What we know, love and hate about brands</b>
		<i>Out of Class:</i>	Read: <i>The Creative Process Illustrated</i> , Chapter 1 (in Sakai Resources)
Class 3	Jan 17	<i>In Class:</i>	<b>Design Thinking: Defining the Process</b>
		<i>Out of Class:</i>	Read: <i>Design of Everyday Things</i> , Chapter 1
Class 4	Jan 22	<i>In Class:</i>	<b>Creativity, Ideas &amp; Products</b>
		<i>Out of Class:</i>	Read <i>Hey Whipple, Squeeze This</i> , Chapter 1
		<b>Assignment:</b>	<b>CONCEPT 1 DUE at 11pm, details on Sakai</b>
Class 5	Jan 24	<i>In Class:</i>	<b>Client Brief</b>
		<i>Out of Class:</i>	Watch: <a href="#"><i>Video Ted Talk David Kelly Creative Confidence</i></a>
Class 6	Jan 29	<i>In Class:</i>	<b>Creativity, Ideas &amp; Products</b>
		<i>Out of Class:</i>	Meet with Team to discuss project idea
Class 7	Jan 31	<i>In Class:</i>	<b>Creativity, Ideas &amp; Product</b>
		<i>Out of Class:</i>	Meet with Team to discuss project idea

Class 8	Feb 5	<i>In Class:</i>	<b>Creativity, Ideas &amp; Product</b>
		<i>Out of Class:</i>	Meet with Team to discuss project idea
Class 9	Feb 7	<i>In Class:</i>	<b>Creativity, Ideas &amp; Product</b> How feedback impacts creative
		<i>Out of Class:</i>	Work with group on Project
Class 10	Feb 12	<i>In Class:</i>	<b>Creativity, Ideas &amp; Product</b> How feedback impacts creative
		<i>Out of Class:</i>	<b>CONCEPT 2 DUE at 11pm, in Assignments on Sakai</b>
Class 11	Feb 14	<i>In Class:</i>	<b>Art and Copy in Sync.</b> Moving the message across media.
		<i>Out of Class:</i>	Work with group on Project
		<i>Out of Class:</i>	Must have completed MakerSpace Orientation & Laser Cutter Training
Class 12	Feb 19	<i>In Class:</i>	<b>Finish Client Project 1</b>
		<i>Out of Class:</i>	Study for Mid-Term exam
Class 13	Feb 21	<i>In Class:</i>	<b>Project Review</b>
		<i>Out of Class:</i>	Study for Mid-Term exam
Class 14	Feb 26	<i>In Class:</i>	<b>Client Brief for Project 2</b>
		<i>Out of Class:</i>	Study for Mid-Term exam
Class 15	Feb 28	<i>In Class:</i>	<b>MID TERM EXAM—Test on Readings &amp; videos</b>
Class 16	Mar 5	<i>In Class:</i>	<b>Begin Client Project 2</b> —briefing on the project
		<i>Out of Class:</i>	Complete project as assigned in class
Class 17	Mar 7	<i>In Class:</i>	<b>Out of Class Workday</b> —connect with group
		<i>Out of Class:</i>	Complete project as assigned on Sakai
<b>SPRING BREAK</b>			
Class 18	Mar 19	<i>In Class:</i>	<b>Updates to Project</b>
		<i>Out of Class:</i>	Work on Concept Assignment
Class 19	Mar 21	<i>In Class:</i>	<b>Expectations of a Campaign</b>
		<i>Out of Class:</i>	<b>Concept 3 Due at 11pm, on Sakai in Assignments Folder</b>

Class 20	Mar 26	<i>In Class:</i> <b>Work Session</b> on Project <i>Out of Class:</i> Work with group on Project
Class 21	Mar 28	<i>In Class:</i> <b>Out of Class Workday</b> <i>Out of Class:</i> Work with group on Project
Class 22	Apr 2	<i>In Class:</i> <b>Client Feedback Session</b> <i>Out of Class:</i> Work with group on Project
Class 23	Apr 4	<i>In Class:</i> <b>Expanding the Campaign to Reflect Feedback</b> Rethinking the Project <i>Out of Class:</i> Work with group on Project <b>Group Project Rough First Draft due in class</b>
Class 24	Apr 9	<i>In Class:</i> <b>Pitch Decks</b> , Organizing the project <i>Out of Class:</i> Work with group on Project
Class 25	Apr 11	<i>In Class:</i> <b>Pitch Principles</b> , an Overview and Examples <i>Out of Class:</i> Read TBA Pitching Article, Available on Sakai
Class 26	Apr 16	<i>In Class:</i> <b>Out of Class Workday</b> <i>Out of Class:</i> Practice Pitch with Group
Class 27	Apr 18	<i>In Class:</i> <b>Pitching Practice</b> —working to refine the client pitch <i>Out of Class:</i> Practice Pitch with Group
Class 28	Apr 23	<i>In Class:</i> <b>Pitch Practice</b> —working to refine the client pitch <i>Out of Class:</i> Prepare for Final with group
Class 29	Apr 25	<i>In Class:</i> <b>Pitch Practice</b> —working to refine the client pitch <i>Out of Class:</i> Prepare for Final Presentation with group
<b>EXAM</b>	<b>May 3</b>	<b>8:00 AM</b> <b>Final exam</b>