

## **MEJO 371-003 FALL 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 art directors, writers and strategists 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 work to help you learn two guiding principles:

1. How to establish core creative ideas based on consumer insights that guide advertising strategy;
2. How to develop tactics around the core idea.

*Class Meetings*  
**5:30-6:45 pm**  
Tues/Thurs  
Innovation Lab  
21 Carroll Hall

*Instructor*  
**Scott McAfee**  
512-970-4555  
@ScottTMcAfee  
scottmca@email.unc.edu

*Office hours*  
By Appointment

I am happy to see any student outside of class by appointment. Please email me to schedule a time.

### **Evaluating Work**

Creativity is subjective, and what defines “good” varies from one person to another. Grading subjective material is always challenging, so remember that this is a class about discovering new ideas and fresh approaches. Real insight into thinking bravely 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

### **Course Objectives**

This course will provide you with hands-on experience and in-depth perspective on the world of creative advertising. Lectures, readings, guest speakers and other resources will expose you to the conversations taking place in and about current ad agency creative departments, branding firms and brand-side marketing departments. In-class exercises, individual assignments and group projects will mimic the kind of concept work done for major brands and will give you a realistic understanding of the tools and skills needed to be a top creative performer in the industry.

## Course Format

You will do both individual 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. 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 assignment breakdown:

- **Participation:** Attendance, Teamwork, Innovative thinking 10%
- **Assignment 1:** Concept, Strategy (Individual) 10%
- **Assignment 2:** Concept & Copywriting (Individual) 10%
- **Assignment 3:** Concept & Story (Individual) 10%
- **Assignment 4:** Concept, Copy, Art direction & Brand (Team) 10%
- **Mid Term:** Exam on Readings and Videos 10%
- **Client Project 1:** Integrated Campaign (Group) 20%
- **Client Project 2:** Integrated Campaign & Presentation (Group) 20%

## Assignments

All works 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 in the same manner a job would require.

## Attendance

This course operates under the University of North Carolina Class Attendance Policy. Regular attendance is a student obligation. There is no “acceptable” number of absences. Each student is responsible for all work, including tests and written work, of all class meetings. There is no way to make up homework, quizzes, or in-class exercises for any reason. Make-up opportunities for other assignments are only available for excused absences. Students should be in their seats before start of class (students arriving more than 5 minutes late for class will be counted absent).

## Participation

Students are expected to actively participate in class discussions by sharing observations, insights and questions with the instructor and members of the class. This requires that assigned readings and/or homework exercises be completed prior to arrival to class. Multi-tasking with web-based or mobile communications, 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 creating advertising is breaking through the expected solutions. A creative brief will contain the basics, but finding new ways to tackle client challenges is where the innovation portion of this class occurs. You will be evaluated accordingly in every assignment

## Readings

Posted on Sakai. 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 each student to 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.

## Fall MEJO 371 Preliminary Schedule by Date

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

Class 1	<b>Aug 20</b>	<i>In Class</i>	<b>The Human Experience: Creative advertising in our lives and culture</b>
		<i>Out of Class</i>	Watch, <i>Art &amp; Copy</i> at this link: <a href="https://www.youtube.com/watch?v=yM7fLJ18b3Y">https://www.youtube.com/watch?v=yM7fLJ18b3Y</a>
Class 2	<b>Aug 22</b>	<i>In Class:</i>	<b>The Brand Experience: How marketing objectives apply to real life</b>
		<i>Out of Class:</i>	Read: <i>The Creative Process Illustrated</i> , Chapter 1
Class 3	<b>Aug 27</b>	<i>In Class:</i>	<b>The Narrative Experience: How a 'selling proposition' transforms into art</b>
		<i>Out of Class:</i>	Watch: <i>Creative Confidence</i> by David Kelley
		<i>Assignment:</i>	<b>Concept Assignment 1 DUE at 11pm, details on Sakai</b>
Class 4	<b>Aug 29</b>	<i>In Class:</i>	<b>The Business of Creativity: Finding your role</b>
		<i>Out of Class:</i>	Watch: <i>How To Be Creative</i> by John Cleese
Class 5	<b>Sept 3</b>	<i>In Class:</i>	<b>Client Brief for Project 1</b>
		<i>Out of Class:</i>	Read: <i>Truth, Lies and Advertising</i> , Chapter 5
		<i>Assignment:</i>	<b>Concept Assignment 2 DUE at 11pm, details on Sakai</b>
Class 6	<b>Sept 5</b>	<i>In Class:</i>	<b>Creativity, Brand &amp; Product Ideas</b>
		<i>Out of Class:</i>	Read: <i>The Belief Economy</i> , Chapter 1
Class 7	<b>Sept 10</b>	<i>In Class:</i>	<b>Creativity, Brand &amp; Product Ideas</b>
		<i>Out of Class:</i>	Read: <i>Design of Everyday Things</i> , Chapter 1
		<i>Assignment:</i>	<b>Concept Assignment 3 DUE at 11pm, details on Sakai</b>
Class 8	<b>Sept 12</b>	<i>In Class:</i>	<b>The Product Experience: Empathy, utility and human-centered design</b>
		<i>Out of Class:</i>	Read: <i>Change by Design</i> , Chapter 1
Class 9	<b>Sept 17</b>	<i>In Class:</i>	<b>Creativity, Brand &amp; Product Ideas</b>
		<i>Out of Class:</i>	Work with group on Project
		<i>Assignment:</i>	<b>Concept Assignment 4 DUE at 11pm, details on Sakai</b>

Class 10	<b>Sept 19</b>	<i>In Class:</i>	<b>Creativity, Brand &amp; Product Ideas</b>
		<i>Out of Class:</i>	Work with group on Project
Class 11	<b>Sept 24</b>	<i>In Class:</i>	<b>Creativity, Brand &amp; Product Ideas</b>
		<i>Out of Class:</i>	Work with group on Project
Class 12	<b>Sept 26</b>	<i>In Class:</i>	<b>Creativity, Brand &amp; Product Ideas</b>
		<i>Out of Class:</i>	Work with group on Project
Class 13	<b>Oct 1</b>	<i>In Class:</i>	<b>Finish Client Project 1</b>
		<i>Out of Class:</i>	Study for Mid-Term exam
Class 14	<b>Oct 3</b>	<i>In Class:</i>	<b>Client Project 1 Review</b>
		<i>Out of Class:</i>	Study for Mid-Term exam
Class 15	<b>Oct 8</b>	<i>In Class:</i>	<b>MID TERM EXAM—Test on Readings &amp; videos</b>
Class 16	<b>Oct 10</b>	<i>In Class:</i>	<b>Begin Client Project 2</b> —briefing on the project
		<i>Out of Class:</i>	Work with group on Project
Class 17	<b>Oct 15</b>	<i>In Class:</i>	<b>Out of Class Workday</b> —connect with group
		<i>Out of Class:</i>	Work with group on Project
	<b>Oct 17</b>	<i>No Class</i>	<b>FALL BREAK</b>
Class 18	<b>Oct 22</b>	<i>In Class:</i>	<b>Updates to Project</b>
		<i>Out of Class:</i>	Work with group on Project
Class 19	<b>Oct 24</b>	<i>In Class:</i>	<b>Expectations of a Campaign</b>
		<i>Out of Class:</i>	Work with group on Project
Class 20	<b>Oct 29</b>	<i>In Class:</i>	<b>Work Session</b> on Project
		<i>Out of Class:</i>	Work with group on Project
Class 21	<b>Oct 31</b>	<i>In Class:</i>	<b>Out of Class Workday</b>
		<i>Out of Class:</i>	Work with group on Project

Class 22	<b>Nov 5</b>	<i>In Class:</i>	<b>Client Feedback Session</b>
		<i>Out of Class:</i>	Work with group on Project
Class 23	<b>Nov 7</b>	<i>In Class:</i>	<b>Expanding the Campaign to Reflect Feedback</b> Rethinking (and Improving) the Project
		<i>Out of Class:</i>	Work with group on Project
		<i>Due in Class:</i>	<b>Group Project Rough First Draft</b>
Class 24	<b>Nov 12</b>	<i>In Class:</i>	<b>Assembling the Pitch:</b> Organizing the project and building the deck
		<i>Out of Class:</i>	Read <i>Art of the Pitch</i> , Chapter 1, Available on Sakai Work with group on Project
Class 25	<b>Nov 14</b>	<i>In Class:</i>	<b>Pitch Principles: The Presentation is You</b> Overview and Examples
		<i>Out of Class:</i>	Read <i>TBA Pitching Article</i> , Available on Sakai
Class 26	<b>Nov 19</b>	<i>In Class:</i>	<b>Pitch Practice:</b> Rehearse, rehearse, rehearse, rinse, repeat
		<i>Out of Class:</i>	Practice Pitch with Group
Class 27	<b>Nov 21</b>	<i>In Class:</i>	<b>Pitch Practice:</b> Working to refine the client presentation
		<i>Out of Class:</i>	Practice Pitch with Group, <b><i>upload video of rehearsal</i></b>
Class 28	<b>Nov 26</b>	<i>In Class:</i>	<b>Out of Class Workday</b>
		<i>Out of Class:</i>	Practice Final Pitch with Group
	Nov 28	<i>No Class</i>	<b>THANKSGIVING</b>
Class 29	<b>Dec 3</b>	<i>In Class:</i>	<b>Pitch Practice:</b> Final rehearsal, finishing touches
		<i>Out of Class:</i>	Practice Final Presentation with Group
Exam	<b>Dec 10</b>	<b>4:00 pm</b>	<b>FINAL EXAM</b>