

MEJO 371, Fall 2020 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.

Details:

Class Meetings: 8:00pm to 9:15pm T/TR, Online classes. Optional Labs in the Workroom Space, 149 East Franklin Street, 2nd Floor, Chapel Hill (See Schedule for optional Lab Meeting days)

Instructor: Dana McMahan

Office: Carroll 238 and Workroom Space 149 East Franklin Street, Floor 2, and Zoom

Phone: 919-434-1229

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I am happy to see anyone by appointment. Please email me to schedule a time. Email: dmc-mahan@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	62 and below

Course Objectives

This course will provide you with 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.

Assignments

This class is about 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:

Concept Assignment 1	10%
Concept Assignment 2	15%
Mid Term Exam	25%
Concept Assignment 3	25%
Final Assignment for Exam	25%

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.

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

Online resources. Everything needed for this class will be posted to the course's Sakai site.

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, please let me know right away. I'm here to help in any way you need.

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 reach out as soon as possible. If you need information about disabilities visit the Accessibility Services website at <https://accessibility.unc.edu/>

Accreditation

The Hussman School of Journalism and Media'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 2020 MEJO 371 Schedule by Date

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

Class 1	Aug 11	<i>In Class:</i>	Welcome to Advertising Creative
		<i>Out of Class:</i>	Sakai Lessons lists out of class work. Read/Watch as indicated. Most lessons will include both an instructional/technical component, and a reading/watching/background info component.
Class 2	Aug 13	<i>In Class:</i>	Brand Experience: What we know, love and hate about brands
		<i>Out of Class:</i>	Read article/Watch vids—available on Sakai Lesson
Class 3	Aug 18	<i>In Class:</i>	Design Thinking: Defining the Process
		<i>Out of Class:</i>	Read articles/Watch vids—available on Sakai Lessons
Class 4	Aug 20	<i>In Class:</i>	Creativity, Ideas & Products
			Ask questions / Refine Concept 1
		<i>Out of Class:</i>	Work on Concept 1
Class 5	Aug 25	<i>In Class:</i>	Phase One Client Project Brief
		<i>Out of Class:</i>	Concept 1 Due on Sakai, in Assignments Folder
Class 6	Aug 27	<i>In Class:</i>	Creativity, Ideas & Products
		<i>Out of Class:</i>	Read articles/Watch vids—available on Sakai Lessons
Class 7	Sept 1	<i>In Class:</i>	Out of class Workday. Material due on Sakai by end of class time.
		<i>Out of Class:</i>	Read articles/Watch vids—available on Sakai Lessons
Class 8	Sept 3	<i>In Class:</i>	Creativity, Ideas & Product: The Creative Ecosystem
		<i>Out of Class:</i>	Work on Concept 2
Class 9	Sept 8	<i>In Class:</i>	Creativity, Ideas & Product: How feedback impacts creative
		<i>Out of Class:</i>	Work on Concept 2
Class 10	Sept 10	<i>In Class:</i>	Creativity, Ideas & Product: The Creative Consumer
		<i>Out of Class:</i>	Concept 2 Due on Sakai, in Assignments
Class 11	Sept 15	<i>In Class:</i>	Art and Copy in Sync. Moving the message across media.
		<i>Out of Class:</i>	Read articles/Watch vids—available on Sakai Lessons

Class 12	Sept 17	<i>In Class:</i> Art and Copy in Sync. Dynamic Creative Elements. <i>Out of Class:</i> Read articles/Watch vids—available on Sakai Lessons
Class 13	Sept 22	<i>In Class:</i> Project Review <i>Out of Class:</i> Work on Project
Class 14	Sept 24	<i>In Class:</i> Guest Visitor, TBA <i>Out of Class:</i> Read articles/Watch vids—available on Sakai Lessons
Class 15	Sept 29	<i>In Class:</i> Expectations of a Campaign <i>Out of Class:</i> Work on Project
Class 16	Oct 1	<i>In Class:</i> EXAM
Class 17	Oct 6	<i>In Class:</i> Phase Two Client Project Brief <i>Out of Class:</i> Work on Project
Class 18	Oct 8	<i>In Class:</i> Work Session on Project <i>Out of Class:</i> Work on Concept 3
Class 19	Oct 13	<i>In Class:</i> Expanding the Campaign to Reflect Feedback: Rethinking a Project <i>Out of Class:</i> Concept 3 Due on Sakai, look in Assignments Folder
Class 20	Oct 15	<i>In Class:</i> Pitch Decks, Organizing Creative Theater <i>Out of Class:</i> Read articles/Watch vids—available on Sakai Lessons
Class 21	Oct 20	<i>In Class:</i> Pitch Principles, Overview and Examples <i>Out of Class:</i> Work on Project
Class 22	Oct 22	<i>In Class:</i> Pitching Practice—working to refine the client pitch <i>Out of Class:</i> Read articles/Watch vids—available on Sakai Lessons
Class 23	Oct 27	<i>In Class:</i> Pitching Practice—working to refine the client pitch <i>Out of Class:</i> Work on Project
Class 24	Oct 29	<i>In Class:</i> Guest Visitor, TBA <i>Out of Class:</i> Work on Project
Class 25	Nov 3	<i>In Class:</i> Phase 3 Client Project Brief <i>Out of Class:</i> Work on Project

Class 26	Nov 5	<i>In Class:</i>	Finalize and Produce
		<i>Out of Class:</i>	Work on Project
Class 27	Nov 10	<i>In Class:</i>	Pitch Day 1
		<i>Out of Class:</i>	Work on Project/Presentation
Class 28	Nov 12	<i>In Class:</i>	Pitch Day 2
		<i>Out of Class:</i>	Work on Presentation
Class 29	Nov 17	<i>In Class:</i>	Revisions and Feedback
		<i>Out of Class:</i>	Work on Presentation
EXAM Period	Nov. 23	7:00PM	Final Project Submission