

# Advertising Creative with Gary Kayye

## COURSE DESCRIPTION

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.

## 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.

## READINGS

All online resources. Everything needed for this class will be posted to the course’s Sakai site.

## COURSE INFO

**Monday & Wednesday:**  
3:30PM - 4:45 PM

### Building/Room Number

Carroll Hall Room 21

## INSTRUCTOR INFO

**Gary Kayye**

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Twitter: gkayye

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### Office Hours:

LCarroll Hall Room 224

By Appointment until we are  
back on campus

## COURSE SCHEDULE

- Class 1 Jan 20 *In Class:* **Welcome to Advertising Creative**  
*Out of Class:* Sakai Lessons lists Out of Class work. Read/Watch/Do as indicated.
- Class 2 Jan 25 *In Class:* **Brand Experience:What we know, love and hate about brands**  
*Out of Class:* Read article/Watch vids—available on Sakai Lessons  
 Work on Concept 1
- Class 3 Jan 27 *In Class:* **Design Thinking: Defining the Process**  
*Out of Class:* Read articles/Watch vids—available on Sakai Lessons  
**Concept 1 Due on Sakai, in Assignments**
- Class 4 Feb 1 *In Class:* **Creativity, Ideas & Products: The Language of Brands**  
*Out of Class:* Read articles/Watch vids—available on Sakai Lessons
- Class 5 Feb 3 *In Class:* **Phase One Semester Client Project Brief(Guest TBA)**  
*Out of Class:* Read article/Watch vids—available on Sakai Lesson
- Class 6 Feb 8 *In Class:* **Telling Stories, Emotional Truths**  
*Out of Class:* Read articles/Watch vids—available on Sakai Lessons
- Class 7 Feb 10 *In Class:* **When Storytelling Creates Culture—Superbowl Ad Review**  
*Out of Class:* Read articles/Watch vids—available on Sakai Lessons
- Class 8 Feb 15 *In Class:* **Creativity, Ideas & Product: The Creative Ecosystem**  
*Out of Class:* Work on Concept 2
- Class Nothing Feb 17 *In Class:* **No Class—Wellness Day**  
*Out of Class:* Work on Concept 2
- Class 9 Feb 22 *In Class:* **Creativity, Ideas & Product: The Creative Consumer**  
*Out of Class:* **Concept 2 Due on Sakai, in Assignments**
- Class 10 Feb 24 *In Class:* **Art and Copy in Sync---Moving the message across media.**  
*Out of Class:* Read articles/Watch vids—available on Sakai Lessons

**COURSE SCHEDULE CONTINUED**

Class 11 Mar 1 *In Class:* **Art and Copy in Sync---Dynamic Creative Elements.**

*Out of Class:* Prepare for Exam

Class 12 Mar 3 *In Class:* **Midterm Exam**

*Out of Class:* Work on Project

Class 13 Mar 8 *In Class:* **Possible Guest Visitor, TBA**

*Out of Class:* Read articles/Watch vids—available on Sakai Lessons

Class 14 Mar 10 *In Class:* **Expectations of a Campaign**

*Out of Class:* Work on Project

Class Nothing Mar 15 *In Class:* **No Class—Wellness Day**

Class 15 Mar 17 *In Class:* **Phase Two Client Project Brief**

*Out of Class:* Work on Project

Class 16 Mar 22 *In Class:* **Work Session on Project**

*Out of Class:* Work on Concept 3

Class 17 Mar 24 *In Class:* **Expanding the Campaign to Reflect Feedback:Rethinking a Project**

*Out of Class:* **Concept 3 Due on Sakai, look in Assignments Folder**

Class 18 Mar 29 *In Class:* **Pitch Decks, Organizing Creative Theater**

*Out of Class:* Read articles/Watch vids—available on Sakai Lessons

Class 19 Mar 31 *In Class:* **Pitch Principles,Overview and Examples of Great Presentations**

*Out of Class:*Work on Project

Class 20 Apr 5 *In Class:* **Pitch Practice—working to refine the client pitch**

*Out of Class:* Read articles/Watch vids—available on Sakai Lessons

## COURSE SCHEDULE CONTINUED

Class 21 Apr 7 *In Class:* **Pitch Practice**—working to refine the client pitch

*Out of Class:* Work on Project

Class 22 Apr 12 *In Class:* **Guest Visitor, TBA**

*Out of Class:* Work on Project

Class 23 Apr 14 *In Class:* **Phase 3 Client Project Brief**

Class 24 Apr 19 *In Class:* **Finalize and Produce**

*Out of Class:* Work on Project

Class 25 Apr 20 *In Class:* **Dress Rehearsal Pitch/Present Day 1**

*Out of Class:* Work on Project/Presentation

Class 26 Apr 26 *In Class:* **Dress Rehearsal Pitch/Present Day 2**

*Out of Class:* Work on Presentation

Class 27 Apr 28 *In Class:* **Revisions and Feedback**

*Out of Class:* Work on Presentation

Class 28 May 3 *In Class:* **Revisions and Feedback**

*Out of Class:* Work on Presentation

Class 30 May 5 *In Class:* **Final Prep, Course Evals, Lineup Details**

*Out of Class:* Work on Presentation

**EXAM Period May 13 4:00PM Final Project Presentation**

## A WORD ABOUT THIS SYLLABUS

This will change. It will take a miracle to stay on this schedule, exactly as posted here. So, please try not to become obsessive about the syllabus and where we are. Use it simply as a guide, not a map.

## 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.

## BASICS OF 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.

## GRADING RUBRIC

Your grade will result from the following:

Concept Assignment 1	10%
Concept Assignment 2	15%
Mid Term Exam	25%
Concept Assignment 3	25%
Final Group (Client Assign.) replaces Exam	25%

GRADE	PERCENTAGE
A	93-100%
A-	90-92%
B+	87-89%
B	83-86%
B-	80-82%
C+	77-79%
C	73-76%
C-	70-72%
D+	67-69%
D	63-66%
F	0-62%

## PROFESSIONALISM OF 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 STATEMENT

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.

## 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.

## 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.