**MEJO 371, Section 1, FALL 2021**

**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), as well as strategists and production professionals 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: 12:30 pm to 1:45 pm Tuesdays/Thursdays, Online Classes by Zoom (most Tuesdays) and in person in Carroll 11/Reese Media Lab (most Thursdays)

Instructor: Allen Bosworth

Office: By Appointment.

Phone: 864-270-2531

I am happy to see any student outside of class by appointment. Please email me to schedule a mutually convenient time. Email allbos@email.unc.edu

**Evaluating Work**

Creativity is subjective, and ideas about what is “good work” 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, resources, and guest speakers 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.

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.

**Evaluations**

Your grade will result from the following:

Concept Assignment 1 10%

Concept Assignment 2 15%

Mid Term Exam 20%

Concept Assignment 3 20%

Final Assignment for Exam 35%

**Readings and Multimedia Resources**

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

**Seeking Help**

If you need individual assistance, please let me know right away. I’m here to help in any way you need.

**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.

**ATTENDANCE:**

**University Policy:**

No right or privilege exists that permits a student to be absent from any class meetings, except for these University Approved Absences:

1. Authorized University activities
2. Disability/religious observance/pregnancy, as required by law and approved by [Accessibility Resources and Service](https://ars.unc.edu/) and/or the [Equal Opportunity and Compliance Office](https://eoc.unc.edu/what-we-do/accommodations/) (EOC)
3. Significant health condition and/or personal/family emergency as approved by the [Office of the Dean of Students](https://odos.unc.edu/), [Gender Violence Service Coordinators,](https://womenscenter.unc.edu/resources/gender-violence-services/) and/or the [Equal Opportunity and Compliance Office](https://eoc.unc.edu/what-we-do/accommodations/) (EOC).

**Class Policy**:

Attendance is mandatory. As this is a class that is rooted in participation and attendance, we will require attendance. If you need to miss for any reason, please communicate with me for approval. Excessive absences (3 classes or more) or any unexcused absence will result in a lowering of ½ of final grade (A to A- for example). Please be aware that you are bound by the [Honor Code](http://catalog.unc.edu/policies-procedures/honor-code/) when making a request for a University approved absence.

*(source:*[*http://catalog.unc.edu/policies-procedures/attendance-grading-examination/*](http://catalog.unc.edu/policies-procedures/attendance-grading-examination/)*)*

**honor code**

I expect that each student will conduct himself or herself or themselves within the guidelines of the University honor system ([http://honor.unc.edu](https://outlook.unc.edu/owa/redir.aspx?C=_PwXhu5wkEKfdEIVTpil9KJAr6RORM8IBwmgW7JyZPUuO4or7Dri_9D4gXEkBO0Z0IIreRKEjIQ.&URL=http%3a%2f%2fhonor.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 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.

**Syllabus Changes**

The professor reserves the right to make changes to the syllabus, including project due dates and test dates. These changes will be announced as early as possible.

**ARS**

The University of North Carolina at Chapel Hill facilitates the implementation of reasonable accommodations, including resources and services, for students with disabilities, chronic medical conditions, a temporary disability or pregnancy complications resulting in barriers to fully accessing University courses, programs and activities.

Accommodations are determined through the Office of Accessibility Resources and Service (ARS) for individuals with documented qualifying disabilities in accordance with applicable state and federal laws. See the ARS Website for contact information: [https://ars.unc.edu](https://ars.unc.edu/) or email ars@unc.edu.

(source: <https://ars.unc.edu/faculty-staff/syllabus-statement>)

**Counseling and Psychological Services**

CAPS is strongly committed to addressing the mental health needs of a diverse student body through timely access to consultation and connection to clinically appropriate services, whether for short or long-term needs. Go to their website: <https://caps.unc.edu/> or visit their facilities on the third floor of the Campus Health Services building for a walk-in evaluation to learn more.

***TITLE IX***

Any student who is impacted by discrimination, harassment, interpersonal (relationship) violence, sexual violence, sexual exploitation, or stalking is encouraged to seek resources on campus or in the community. Reports can be made online to the EOC at <https://eoc.unc.edu/report-an-incident/>. Please contact the University’s Title IX Coordinator (Elizabeth Hall, interim – titleixcoordinator@unc.edu), Report and Response Coordinators in the Equal Opportunity and Compliance Office (reportandresponse@unc.edu), Counseling and Psychological Services (confidential), or the Gender Violence Services Coordinators (gvsc@unc.edu; confidential) to discuss your specific needs. Additional resources are available at [safe.unc.edu](https://safe.unc.edu/).

**POLICY ON NON-DISCRIMINATION**

The University is committed to providing an inclusive and welcoming environment for all members of our community and to ensuring that educational and employment decisions are based on individuals’ abilities and qualifications. Consistent with this principle and applicable laws, the University’s [Policy Statement on Non-Discrimination](https://unc.policystat.com/policy/4467906/latest/) offers access to its educational programs and activities as well as employment terms and conditions without respect to race, color, gender, national origin, age, religion, creed, genetic information, disability, veteran’s status, sexual orientation, gender identity or gender expression.  Such a policy ensures that only relevant factors are considered and that equitable and consistent standards of conduct and performance are applied.

If you are experiencing harassment or discrimination, you can seek assistance and file a report through the Report and Response Coordinators (see contact info at  [safe.unc.edu](https://safe.unc.edu/)) or the [Equal Opportunity and Compliance Office](http://eoc.unc.edu/), or online to the EOC at <https://eoc.unc.edu/report-an-incident/>.

**DIVERSITY STATEMENT**

I strive to make this classroom an inclusive space for all students.  Please let me know if there is anything I can do to improve; I appreciate any suggestions.  More broadly, our school has adopted diversity and inclusion [mission and vision statements](http://hussman.unc.edu/diversity-and-inclusion) with accompanying goals. These complement the University policy on [prohibiting harrassment and discrimination](https://eoc.unc.edu/our-policies/ppdhrm/).  In summary, 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. The Dean of Students (Suite 1106, Student Academic Services Building, CB# 5100, 450 Ridge Road, Chapel Hill, NC 27599-5100 or [919] 966-4042) has been designated to handle inquiries regarding the University’s nondiscrimination policies.

**MASK USE**

All enrolled students are required to wear a mask covering your mouth and nose at all times in our classroom. This requirement is to protect our educational community -- your classmates and me – as we learn together. If you choose not to wear a mask, or wear it improperly, I will ask you to leave immediately, and I will submit a report to the [Office of Student Conduct](https://cm.maxient.com/reportingform.php?UNCChapelHill&layout_id=23).  At that point you will be disenrolled from this course for the protection of our educational community. Students who have an authorized accommodation from Accessibility Resources and Service have an exception.  For additional information, see <https://carolinatogether.unc.edu/university-guidelines-for-facemasks/>.

**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/

**Timeline and Schedule of Topics**

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

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| --- | --- | --- |
| 8/19/21 | In Class: | Welcome to Advertising Creative and Intro to EP+Co |
|  | Out of Class: | Sakai Lessons will list out of class work each week. |
|  | Location: | Carroll 11 in person |
| 8/24/2021 | In Class: | Understanding the Creative Brief and Creative Intent; Present Concept 1 Creative Brief to Class |
|  | Out of Class: | Work on Concept 1; Class Survey Due by 12:30 pm on 8/24 |
|  | Location: | Zoom |
| 8/26/2021 | In Class: | Understanding the Problem: An Introduction to the 5 C's |
|  | Out of Class: | Work on Concept 1 |
|  | Location: | Zoom |
| 8/31/2021 | In Class: | Making Strategy Actionable: Developing the Insights; Group Formation |
|  | Out of Class: | Per Sakai; Concept 1 Draft Due in Sakai in Assignments by 12:30 pm on 8/31 |
|  | Location: | Zoom |
| 9/2/2021 | In Class: | Creative Inspiration/Telling Stories/Emotional Truths; Review and Highlight Concept 1 Submissions |
|  | Out of Class: | Work on Concept 1 |
|  | Location: | Carroll 11 in person |
| 9/7/2021 | In Class: | Group Project Final Assignment Creative Brief  |
|  | Out of Class: | Work on Concept 1 Revisions; Group Work on Five C's for Final Project |
|  | Location: | Zoom |
| 9/9/2021 | In Class: | Work on 5 C’s in Groups |
|  | Out of Class: | Group Work on Five C's for Final Project; Work on Concept 1 Revisions |
|  | Location: | Carroll 11 in person |
| 9/14/2021 | In Class: | When Storytelling Creates Culture |
|  | Out of Class: | Group Work on Five C's for Final Project Final Concept 1 Due in Assignments by 12:30 pm on 9/16 |
|  | Location: | Zoom |
| 9/16/2021 | In Class: | Writing, Writing, Writing |
|  | Location: | Carroll 11 in person |
| 9/21/2021 | In Class: | Creating a Creative Platform |
|  | Out of Class: | Continue group work on Group Project Five C's and Insights |
|  | Location: | Zoom |
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| 9/23/2021 | In Class: | Present Group Project Five C's and Insights in Class; Present Concept 2 Brief to Class |
|  | Out of Class: | Work on Concept 2; Group Project 5 C's and Insights Due on Sakai, in Assignments by 12:30 on 9/23 |
|  | Location: | Carroll 11 in person |
| 9/28/2021 | In Class: | Influencer Strategy |
|  | Out of Class: | Work on Concept 2; Study for Midterm Exam |
|  | Location: | Zoom |
| 9/30/2021 | In Class: | Midterm Exam |
|  | Location: | Carroll 11 in person |
| 10/5/2021 | In Class: | Design Thinking: The Importance of Form and Function |
|  | Out of Class: | Group Work on Final Project Creative Solutions; Work on Concept 2 |
|  | Location: | Zoom |
| 10/7/2021 | In Class: | Expectations of a Campaign/Manifestos |
|  | Out of Class: | Group Work on Final Project Creative Solutions. Concept 2 Due in Sakai by 10/7 at 12:30 pm on Sakai, in Assignments |
|  | Location: | Carroll 11 in person |
| 10/12/2021 | In Class: | Message + Media: Working Together |
|  | Location: | Zoom |
| 10/14/2021 | In Class: | Expanding the Campaign to Reflect Feedback: Rethinking a Project; Present Concept 3 Creative Brief to Class |
|  | Out of Class: | Individual Work on Concept 3; Group Work on Final Project Creative Solutions |
|  | Location: | Carroll 11 in person |
| 10/19/2021 | In Class: | Storytelling through the Craft of Production |
|  | Out of Class: | Individual Work on Concept 3; Group Work on Final Project Creative Solutions |
|  | Location: | Zoom |
| 10/21/2021 | In Class: | No Class; Fall Break |
|  | Out of Class: | Individual Work on Concept 3; Group work on Manifestos/Mood Boards |
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| 10/26/2021 | In Class: | Pitch Decks: Organizing Creative Theater |
|  | Out of Class: | Group Project Manifesto Copy and Mood Board due in Sakai at 11 pm on 10/26;Individual Work on Concept 3; Group Work on Final |
|  | Location: | Zoom |
| 10/28/2021 | In Class: | Present Manifestos and Mood Boards |
|  | Out of Class: | Work on Final Project |
|  | Location: | Carroll 11 in person |
| 11/2/2021 | In Class: | No Class; Election Day |
|  | Out of Class: | Work on Final Project |
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| 11/4/2021 | In Class: | Work on Final Project in Groups |
|  | Out of Class: | Work on Final Project |
|  | Location: | Carroll 11 in person |
| 11/9/2021 | In Class: | Pulling it all Together |
|  | Out of Class: | Concept 3 Due in Sakai, in Assignments Folder by 12:30 on 11/9; Work on Final Project |
|  | Location: | Zoom |
| 11/11/2021 | In Class: | Work on Final Project: Quick 10 minute synopsis of your approach, strategy, and creative in class. |
|  | Out of Class: | Work on Final Project |
|  | Location: | Carroll 11 in person |
| 11/16/2021 | In Class:  | Guest Speaker |
|  | Location: ZoomOut of Class: | First Draft Final Project Creative Work Due in Sakai, in Assignments Folder by 12:30 on 11/16 |
| 11/18/2021 | In Class: | Work on Final Project |
|  | Out of Class: | Work on Final Project |
|  | Location: | Carroll 11 in person |
| 11/23/2021 | In Class: | Work on Final Project |
|  | Out of Class: | Enjoy Thanksgiving Break |
|  | Location: | Zoom |
| 11/25/2021 | In Class: | No Class; Thanksgiving |
|  | Out of Class: | Enjoy Thanksgiving Break |
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| 11/30/2021 | In Class: | Final Prep |
|  | Out of Class: | Second Draft Final Project Creative Work Due in Sakai, in Assignments Folder by 12:30 pm on 11/30 |
|  | Location: | Zoom |
| TBD | TBD | Final Project Presentation During Exam Period |
|  |  | Final Project Presentation Due in Sakai, in Assignments Folder by TBD |
|  | Location: | Carroll 11 in person |
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