

## MEJO 371-004: Advertising Creative

### Course Information

Term: Fall 2021

Time: T Th 5:15-6:30pm

Classroom: Carroll Hall Room 143

Sakai: <https://sakai.unc.edu/portal/site/18c7ae7f-7223-4147-bb11-6df91bf28a8b/page/b9f21181-2f00-4f2f-b4e5-fbbb93381ea4>

Office Hours: will vary weekly and may sometimes be held via Zoom; feel free to request

### Instructor

C. Jeanette Tyson

Email: [cjtyson@email.unc.edu](mailto:cjtyson@email.unc.edu)

LinkedIn: <https://www.linkedin.com/in/jeanette-tyson-9bb9965/>

### 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. Any syllabus changes will be posted under Announcements in Sakai.

Our tentative class schedule is posted as a separate attachment under Syllabus in Sakai.

### Course Overview

**This is a course about the advertising industry, specifically how creative work is conceived and developed for marketing purposes.** It's meant to help you understand how art directors, writers and strategists use words, art, typography, media, technology and disruptive thinking to solve marketing problems. The focus here is on brand and concept development and the creation of compelling ideas.

We'll talk about establishing brand platforms based on human insights and expanding tactics around that core idea.

But mainly we'll talk about living a creative life, the opportunities to be found in this changing industry, and finding your place in it. You'll be exposed to conversations, assignments and ways of working in today's agencies, with actual clients. Take advantage of this: ask anything.

Please bring a notebook and pen or pencil. Many masterpieces start with noodling.

You're going to be asked to put ideas—crafted or not-- on display. This requires a certain amount of bravery. And while honest critique will be asked of everyone, so will absolute and total respect.

## Evaluating Work

Creativity is subjective, and what defines “good” varies from one person to another. Grading subjective material is always challenging, so remember 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 class engagement will certainly earn a passing grade. An A grade has a sense of delight and new thinking, which will be sought after and valued by future employers.

## Grading

Participation: 10%  
Weekly Assignments: 15%  
Individual Projects: 15%  
Group Projects: 25%  
Exam/Final Portfolio: 35%

## Grading Scale

A : 93-100	B : 83-86	C : 73-76	D : 60-64
A- : 90-92	B- : 80-82	C- : 70-72	F : < 60
B+ : 87-89	C+ : 77-79	D+ : 65-69	

## Attendance

Please communicate with me early about potential absences. Please be aware that you are bound by the [Honor Code](#) when making a request for a University approved absence.

## 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 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.

### **Accessibility and Resources Service (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> or email [ars@unc.edu](mailto:ars@unc.edu).

### **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](#) and/or the [Equal Opportunity and Compliance Office](#) (EOC)
3. Significant health condition and/or personal/family emergency as approved by the [Office of the Dean of Students](#), [Gender Violence Service Coordinators](#), and/or the [Equal Opportunity and Compliance Office](#) (EOC).

### **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](mailto:titleixcoordinator@unc.edu)), Report and Response Coordinators in the Equal Opportunity and Compliance Office ([reportandresponse@unc.edu](mailto:reportandresponse@unc.edu)), Counseling and Psychological Services (confidential), or

the Gender Violence Services Coordinators ([gvsc@unc.edu](mailto:gvsc@unc.edu); confidential) to discuss your specific needs. Additional resources are available at [safe.unc.edu](http://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](#) 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](http://safe.unc.edu)) or the [Equal Opportunity and Compliance Office](#), 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](#) with accompanying goals. These complement the University policy on [prohibiting harassment and discrimination](#). 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](#). 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/>.