

MEJO 371.003, 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, copywriters, creative technologists) 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: 9:30am to 10:45 T/TR, In-Person, 149 East Franklin Street, Floor 2

Instructor: Dana McMahan

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

Phone/Text: 919-434-1229

I am happy to see anyone by appointment. Please email me to schedule a time.

Email: dmcMahon@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.

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:

Participation	10%
Concept Assignment 1	15%
Concept Assignment 2	15%
Mid Term Exam	20%
Concept Assignment 3	15%
Final Group (Client 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.

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 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).

Class Policy: 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.

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> 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.

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) or the [Equal Opportunity and Compliance Office](https://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](#) 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/>.

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 2021 MEJO 371 Topic Schedule by Date

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

Class 1	Aug 19	<i>In Class:</i>	Welcome to Advertising Creative
		<i>Out of Class:</i>	Sakai Lessons lists Out of Class work. Read/Watch/Do as indicated.
Class 2	Aug 24	<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 Lessons Work on Concept 1
Class 3	Aug 26	<i>In Class:</i>	Design Thinking: Defining the Process
		<i>Out of Class:</i>	Read articles/Watch vids—available on Sakai Lessons Concept 1 Due on Sakai, in Assignments
Class 4	Aug 31	<i>In Class:</i>	Creativity, Ideas & Products: The Language of Brands
		<i>Out of Class:</i>	Read articles/Watch vids—available on Sakai Lessons
Class 5	Sept 2	<i>In Class:</i>	Phase One Semester Client Project Brief (Guest TBA)
		<i>Out of Class:</i>	Read article/Watch vids—available on Sakai Lesson
Class 6	Sept 7	<i>In Class:</i>	Telling Stories, Emotional Truths
		<i>Out of Class:</i>	Read articles/Watch vids—available on Sakai Lessons
Class 7	Sept 9	<i>In Class:</i>	When Storytelling Creates Culture
		<i>Out of Class:</i>	Read articles/Watch vids—available on Sakai Lessons
Class 8	Sept 14	<i>In Class:</i>	The Creative Ecosystem
		<i>Out of Class:</i>	Work on Concept 2
Class 9	Sept 16	<i>In Class:</i>	Creative Landmines—Campaigns Gone Wrong
		<i>Out of Class:</i>	Work on Concept 2

Class 10	Sept 21	<i>In Class:</i> The Creative Consumer <i>Out of Class:</i> Concept 2 Due on Sakai, in Assignments
Class 11	Sept 23	<i>In Class:</i> Art and Copy in Sync <i>Out of Class:</i> Read articles/Watch vids—available on Sakai Lessons
Class 12	Sept 28	<i>In Class:</i> Dynamic Creative Elements: Motion, Movement, Experience <i>Out of Class:</i> Prepare for Exam
Class 13	Sept 30	<i>In Class:</i> Midterm Exam <i>Out of Class:</i> Work on Project
Class 14	Oct 5	<i>In Class:</i> Guest Visitor, TBA <i>Out of Class:</i> Read articles/Watch vids—available on Sakai Lessons
Class 15	Oct 7	<i>In Class:</i> Expectations of a Campaign <i>Out of Class:</i> Work on Project
Class 16	Oct 12	<i>In Class:</i> Expectations of a Campaign <i>Out of Class:</i> Work on Project
Class 17	Oct 14	<i>In Class:</i> Phase Two Client Project Brief <i>Out of Class:</i> Work on Concept 3
Class 18	Oct 19	<i>In Class:</i> Out of Class Work Session, Check Sakai for Required Submission <i>Out of Class:</i> Concept 3 Due on Sakai, look in Assignments Folder
	Oct 21	<i>In Class:</i> No Class—Fall Break
Class 19	Oct 26	<i>In Class:</i> Pitch Decks, Organizing Creative Theater <i>Out of Class:</i> Read articles/Watch vids—available on Sakai Lessons
Class 20	Oct 28	<i>In Class:</i> Pitch Principles, Overview and Examples of Great Presentations <i>Out of Class:</i> Work on Project
Class 21	Nov 2	<i>In Class:</i> Pitch Practice—working to refine the client pitch <i>Out of Class:</i> Read articles/Watch vids—available on Sakai Lessons
Class 22	Nov 4	<i>In Class:</i> Pitch Practice—working to refine the client pitch <i>Out of Class:</i> Work on Project

Class 23	Nov 9	<i>In Class:</i>	Guest Visitor, TBA
		<i>Out of Class:</i>	Work on Project
Class 24	Nov 11	<i>In Class:</i>	Client Check-In
		<i>Out of Class:</i>	Work on Project
Class 25	Nov 16	<i>In Class:</i>	Finalize and Produce Project
		<i>Out of Class:</i>	Work on Project
Class 26	Nov 18	<i>In Class:</i>	Dress Rehearsal Pitch
		<i>Out of Class:</i>	Work on Project/Presentation
Class 27	Nov 23	<i>In Class:</i>	Out of Class Workday—Check Sakai for Submission Requirement
		<i>Out of Class:</i>	Work on Presentation
	Nov 25	<i>In Class:</i>	No Class—Thanksgiving
Class 28	Nov 30	<i>In Class:</i>	Final Prep
		<i>Out of Class:</i>	Work on Presentation
EXAM	Dec 7	8:00AM	Final Project Presentation