

MEJO 371

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

Course Info

Tuesday & Thursday

3:30 - 4:45 p.m.

Carroll Hall Room 11

Instructor Info

Gary Kayye

kayye@email.unc.edu

919.868.3358

Twitter: @gkayye

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Office Hours

Carroll Hall Room 224

By Appointment

Course Schedule

Class 1 In Class: **Welcome to Advertising Creative**

Out of Class: Sakai Lessons lists Out of Class work. Read/Watch/Do as indicated.

Class 2 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 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 In Class: **Creativity, Ideas & Products: The Language of Brands**

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

Class 5 In Class: **Phase One Semester Client Project Brief (Guest TBA)**

Out of Class: Read article/Watch vids-available on Sakai Lesson

Class 6 In Class: **Telling Stories, Emotional Truths**

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

Class 7 In Class: **When Storytelling Creates Culture-Superbowl Ad Review**

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

Class 8 In Class: **Creativity, Ideas & Product: The Creative Ecosystem**

Out of Class: Work on Concept 2

Class Nothing In Class: **No Class-Wellness Day**

Out of Class: Work on Concept 2

Class 9 In Class: **Creativity, Ideas & Product: The Creative Consumer**

*Out of Class: **Concept 2 Due on Sakai, in Assignments***

Class 10 In Class: **Art and Copy in Sync---Moving the message across media.**

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

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

Out of Class: Prepare for Exam

Class 12 In Class: **Midterm Exam**

Out of Class: Work on Project

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

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

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

Out of Class: Work on Project

Class Nothing In Class: **No Class-Wellness Day**

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

Out of Class: Work on Project

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

Out of Class: Work on Concept 3

Class 17 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 In Class: **Pitch Decks, Organizing Creative Theater**

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

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

Out of Class:Work on Project

Class 20 In Class: **Pitch Practice-working to refine the client pitch**

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

Class 21 In Class: **Pitch Practice-working to refine the client pitch**

Out of Class: Work on Project

Class 22 2 In Class: **Guest Visitor, TBA**

Out of Class: Work on Project

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

Out of Class: Work on Project

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

Out of Class: Work on Project

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

Out of Class: Work on Project/Presentation

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

Out of Class: Work on Presentation

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

Out of Class: Work on Presentation

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

Out of Class: Work on Presentation

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

Out of Class Work on Presentation

EXAM Period TBD 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.

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.

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%

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%
Client Assignment (Replaces Exam)	25%

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 & 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 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, or online to the EOC at <https://eoc.unc.edu/report-an-incident/>.

ATTENDANCE POLICY

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

Authorized University activities

- Disability/religious observance/pregnancy, as required by law and approved by Accessibility Resources and Service and/or the Equal Opportunity and Compliance Office (EOC)
- 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

Instructors may work with students to meet attendance needs that do not fall within University approved absences. For situations when an absence is not University approved (e.g., a job interview or club activity), instructors determine their own approach to missed classes and make-up assessments and assignments. Please provide your approach on the course syllabus.

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.

(source: <http://catalog.unc.edu/policies-procedures/attendance-grading-examination/>)

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/>.