

## MEJO 371.2 • ADVERTISING CREATIVE • FALL 2021



### Description / Prerequisites / Meeting Times & Location

[UNC Catalog](#) description: Application of findings from social science research; social responsibility of the copywriter and advertiser; preparation of advertisements for the mass media; research in copy testing. Previously offered as MEJO 271.

Class Notes: Majors and minors only. Enrollment Requirements: Prerequisite, MEJO 137. This course section **meets in person** 5:00-6:15 p.m. on Mondays and Wednesdays in Carroll Hall room 128 (Halls of Fame room).

### Instructor Contact Information & Student Hours

Joe Bob Hester, Ph.D

Associate Professor

Student hours are 3:00-4:00 p.m. on Monday and Wednesday in my office (233 Carroll Hall) or by appointment at other times (virtually). These hours are made available to provide you with time outside of the classroom for discussion of matters related to course work, as well as for academic and/or career advising.

**Email** [joe.bob.hester@unc.edu](mailto:joe.bob.hester@unc.edu)

### Required & Suggested Materials

The required textbook for this course is *Advertising by Design: Generating and Designing Creative Ideas Across Media* (4th Edition), by Robin Landa. I strongly encourage the e-book version, which is less expensive. Readings and other materials from a variety of sources will be provided electronically via the UNC library system or provided by your instructor through Sakai.

You will need a free [Canva](#) account at a minimum. If you are proficient with Adobe Creative Cloud products or other page layout/editing software, those can be substituted. You will probably need some type of online/cloud storage, such as Dropbox.

You should always bring your laptop to class.

### Course Objectives

This course is designed to help you discover and develop two specific skills:

1. *Advertising Critique* – the ability to talk meaningfully about an ad or campaign concept. This is a critical thinking skill where you dissect the work, examine it in specific ways, determine if the elements make sense and come together as a whole. It is about discussing both strategy and content to determine how to make the work more effective (in-process) or to evaluate the effectiveness of the work (post-process).
2. *Creative Thinking* - your own creativity in the form of effective advertising/strategic communication. The course will exercise, challenge, and improve your ability to develop sound

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and coherent advertising strategies and to express those strategies creatively as ideas and messages that are compelling, interesting, persuasive, and ultimately, effective.

By the end of the course, you should have greater knowledge and understanding in both areas, which will be useful to you not only as a copywriter or art director, but also as an account manager, media buyer, media sales representative, or any other related career.

### Course Format

Regardless of the area of advertising you choose as a career, an understanding of the role of creativity in advertising is essential. In addition, there are certain skills that will improve your ability to not only create good advertising, but to work with creatives and evaluate creative executions. This course uses class meeting times to work on these skills.

Class meetings will be recorded using Zoom. You will have access to those recordings for review purposes. <https://unc.zoom.us/j/93341508687>

NOTE: ***Creating good advertising is really difficult to do.*** Because of that, this course requires extensive time and effort outside of the classroom. On average, you should plan on at least 10 hours per week.

### Assignments / Determination of Grade

Grades are primarily determined by performance on assignments. Grading criteria vary by assignment. There is a group project, which include a peer evaluation component. There are no formal exams in this course; however, there are graded in-class exercises, homework exercises, and quizzes. Assignments contribute to your final grade as follows:

- 10% - Headline Assignment
- 10% - Copy Assignment
- 10% - Art Direction Assignment
- 10% - Individual Ad Assignment
- 15% - Individual Campaign Assignment
- 15% - Campaign (team) Assignment & Presentation
- 20% - Final Project (portfolio)
- 10% - In-class exercises + homework exercises + quizzes + participation

The final project serves in lieu of a traditional final exam and is due by 5:00 p.m. on Wednesday, December 1, 2021. During the final exam period (Friday, December 3 @ 7:00 p.m.) we will meet for a review/critique of the projects. There are no extra credit projects available in this course.

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Course grades are assigned using the University of North Carolina Grading System based on the following percentage scales.

Minimum Score	Letter Grade	Minimum Score	Letter Grade
93.0%	A	77.0%	C+
90.0%	A-	73.0%	C
87.0%	B+	70.0%	C-
83.0%	B	67.0%	D+
80.0%	B-	60.0%	D

NOTE: Percentage score of less than 60.0% = F

### 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:* Each student is responsible for all the work, including tests and written work, of all class meetings. Late submissions or make-up opportunities for assignments are only available for excused absences. For situations when an absence is not University approved (e.g., a job interview or club activity), I will excuse the absence if notified at least 48 hours in advance.

Students are responsible for regular and punctual class attendance and should be in their before the start of class. Students are expected to actively participate in class discussions by sharing observations, insights and questions with the instructor and members of the class. Discussion will allow each student to benefit from all the other students' insights and to work

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toward a final interpretation or understanding that may differ from the one he or she reached individually. This requires that assigned readings and/or homework exercises be completed prior to arrival to class.

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

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

### Seeking Help

If you need individual assistance, it's your responsibility to meet with the instructor. If you are serious about wanting to improve your performance in the course, the time to seek help is as soon as you are aware of the problem – whether the problem is difficulty with course material, a disability, or an illness.

### 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).

### Counseling and Psychological Services

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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](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](#) 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](#), 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

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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 School of Journalism and Mass Communication'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 the following:

- Understanding concepts and applying theories in the use and presentation of images and information;
- Thinking critically, creatively and independently;
- Writing correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- Critically evaluating their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Applying tools and technologies appropriate for the communications professions in which they work.

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### Tentative Schedule (more detailed version on Sakai)

Week 00: Intro to Advertising Creative

Wednesday, August 18

Week 01: Creativity & Advertising

Monday, August 23 & Wednesday, August 25

Week 02: Idea Generation | Headlines

Monday, August 30 & Wednesday, September 1

#### [HEADLINE ASSIGNMENT](#)

Due by 5:00 p.m. on Friday, September 3, 2021

Week 03: Advertising Writing - Body Copy

Wednesday, September 8

Week 04: Advertising Writing - More Body Copy

Monday, September 13 & Wednesday, September 15

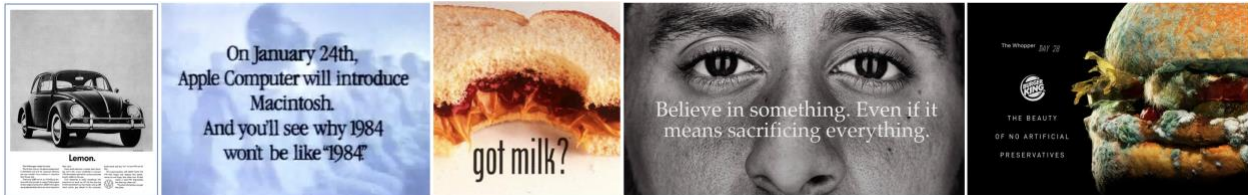
#### [BODY COPY ASSIGNMENT](#)

Due by 5:00 p.m. on Friday, September 17, 2021

Week 05: Design / Art Direction

Monday, September 20 & Wednesday, September 22

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### Week 06: Typography / Art Direction

Monday, September 27 & Wednesday, September 29

#### [ART DIRECTION ASSIGNMENT](#)

Due by 5:00 p.m. on Friday, October 1, 2021

### Week 07: Video

Monday, October 4 & Wednesday, October 6

### Week 08: Digital Creative

Monday, October 11 & Wednesday, October 13

#### [INDIVIDUAL AD ASSIGNMENT](#)

Due by 5:00 p.m. on Friday, October 15, 2021

### Week 09: It's All About Campaigns

Monday, October 18 & Wednesday, October 20

## Fall Break: Thursday, October 21 – Sunday, October 24

### Week 10: Audio | Presenting Work

Monday, October 25 & Wednesday, October 27

#### [INDIVIDUAL CAMPAIGN ASSIGNMENT](#)

Due by 5:00 p.m. on Friday, October 29, 2021

### Week 11: Team Project

Monday, November 1 & Wednesday, November 3



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### Week 12: Team Project

Monday, November 8 & Wednesday, November 10

### Week 13: Team Project

Monday, November 15 & Wednesday, November 17

### [TEAM PROJECT ASSIGNMENT](#)

Due by 5:00 p.m. on Friday, November 19, 2021

### Week 14: Pitches

Monday, November 22

## THANKSGIVING RECESS – November 24-28

### Week 15: Where to Go From Here

Monday, November 29 & Wednesday, December 1

### [FINAL PROJECT ASSIGNMENT](#)

Due by 5:00 p.m. on Wednesday, December 1, 2021

### Project Review

We will meet during final exam period (Friday, December 3 @ 7:00 p.m.).