

MEJO 371 • ADVERTISING CREATIVE • SUMMER I • 2022



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 virtually (via Zoom)** 1:15-2:45 p.m. Mondays-Friday.

Join Zoom Meeting - <https://unc.zoom.us/j/92414326569>
Meeting ID: 92414326569

Instructor Contact Information & Student Hours

Joe Bob Hester, Ph.D
Associate Professor

Student hours are by appointment (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

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. Here is [a direct link to the publisher](#). 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.

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/Delivery

Class meetings will be recorded using Zoom. You will have access to those recordings for review purposes (via Panopto on Sakai). **These recordings are not a substitute for attendance during the virtual sessions.**

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.

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 are provided with each 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. These all contribute to your final grade as follows:

5.0% - Persuasion (Assignment 01)	10.0% - Individual Campaign (Assignment 07)
7.5% - Headline (Assignment 02)	5.0% - Portfolio – Part II (Assignment 08)
7.5% - Copy (Assignment 03)	15.0% - Team Campaign + Pitch (Assignment 08)
7.5% - Art Direction (Assignment 04)	20.0% - Portfolio – Part III (Assignment 09)
5.0% - Portfolio – Part I (Assignment 05)	10.0% - In-class exercises + homework exercises
7.5% - Individual Ad (Assignment 06)	+ quizzes + participation

The Portfolio (Parts III) serves in lieu of a traditional final exam and Part III is due by 11:55 p.m. on Monday, June 13, 2022 (LDOC). During the final exam period (Thursday, June 16 @ 11:30 a.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

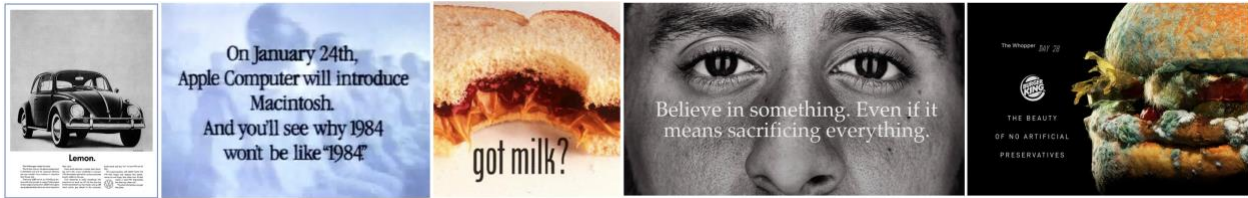
University Policy: No right or privilege exists that permits a student to be absent from any class meetings, except for these University Approved Absences:

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 seats 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.

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), 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](#), 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.

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.

Tentative Schedule (see Sakai for latest version and/or updates)

Part 01: Intro to Advertising + Creative

This part of the course will introduce you to the course, your instructor, and other class members. We will examine creativity in advertising, its role in effectiveness, and the process of being creative.

By the end you will:

- Understand the requirements for this course.
- Understand why this course is important regardless of your career goals.
- Be able to define creativity (in general and in terms of advertising).
- Understand the process by which creative advertising is generated.

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- Understand how to evaluate advertising creative work as a professional, not a consumer.
- Know some initial techniques to help you be more creative.

For Wednesday, May 11, 2022

- Read the syllabus
- Read [Assignment 01]

For Thursday, May 12, 2022

- Read Chapter 1 in the text - ADVERTISING IS...
- Read [The Creative Process](#).
- Read <https://www.themarginalian.org/2018/11/25/beethoven-on-creativity/>
- Read [Assignment 02]

Part 02: Idea Generation | Strategy | Advertising Writing

In Part 02, we will explore techniques for generating ideas and for writing for advertising (headlines & body copy).

In this part you will:

- Understand the power of metaphors.
- Be able to identify headlines by rhetorical type.
- Understand why/how creative briefs are developed and used.
- Create more than 50 headlines and critique them (Assignment 02).
- Understand the importance/purpose of good copy.
- Understand the basic structure(s) of body copy.
- Understand the relationships among headlines, copy, and visual images.
- Understand the importance of word choice and flow in body copy.
- Understand how the ability to write body copy for print translates to other media writing.
- Create effective copy for an ad (Assignment 03)

For Friday, May 13, 2022

- Read Chapter 9 in the text - THINKING CREATIVELY
- Read *An Inconvenient Truth*.
- Continue to work on Assignment 02

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Assignment 01 - Persuasion (due by 11:55 p.m. on Saturday, May 14), 2022

For Monday, May 16, 2022

- Listen to <https://musebycl.io/tagline/inside-got-milk-and-its-dark-comedy-deprivation>
- Continue to work on Assignment 02

In class materials

[Creative Thinking](#)

[Headline Exercise](#)

[World's Greatest Brief?](#)

For Tuesday, May 17, 2022

- Read Chapter 8 in the text - COPYWRITING
- Continue to work on Assignment 02
- Read [what Luke Sullivan says about body copy](#).
- [Read these 4 ads](#).

Assignment 02 - Headlines (due by 11:55 p.m. on Tuesday, May 17, 2022)

For Wednesday, May 18, 2022

- listen to <https://musebycl.io/super-bowl-classics>
- Read Chapter 6 - STORYBUILDING AND CONTENT CREATION
- Review Chapter 8 - COPYWRITING
- Read [Assignment 03]

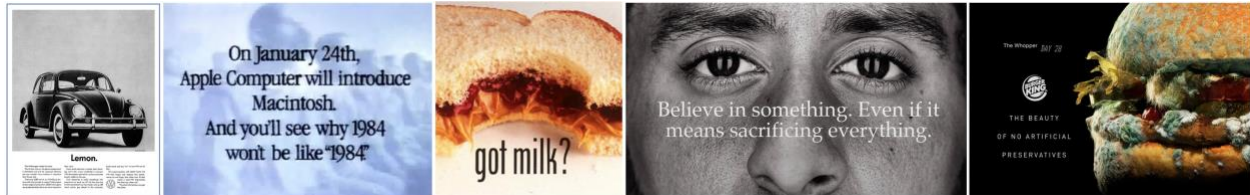
For Thursday, May 19, 2022

- Continue to work on Assignment 03
- Read Chapter 7 - DECONSTRUCTING MODEL FORMATS
- Listen to <https://musebycl.io/tagline/how-girl-broke-internet-won-super-bowl-and-changed-pg-forever>
- Read these ads: [Scrubbing Bubbles Bathroom Sessions](#)
- Read [Assignment 04]

Part 03: Design / Art Direction / Typography

By the end of this part you will:

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- Understand the relationships between image/design and copy in advertising.
- Understand basic principles of design as they are applied in advertising.
- Understand typography's role in clear communication.
- Understand various methods for selecting typefaces.
- Understand how typefaces communicate meaning.
- Understand the relationships among typography and other elements in an ad.
- Art direct an ad (Assignment 04)

For Friday, May 20, 2022

- Read Chapter 2 - COMPOSITION BY DESIGN
- Read Chapter 3 - ART DIRECTION
- Listen to <https://musebycl.io/tagline/tagline-podcast-how-dos-equis-created-most-interesting-man-world>
- Continue to work on Assignment 03

Assignment 03 - Body Copy (due by 11:55 p.m. on Saturday, May 21, 2022)

For Monday, May 23, 2022

- Review Chapter 3 - ART DIRECTION (especially the typography info)
- Continue to work on Assignment 04.

Some Typography Resources

General Typography (from Canva):

- [A Glossary of Typographic Terms](#)

Fun & Games:

- [KERNTYPE: a kerning game](#)
- [I Shot the Serif.](#) (app available for iPhone)
- [TypeConnection: A Typographic Dating Game](#)

Blog:

- [The Month in Type](#)

For Tuesday, May 24, 2022

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- Continue to work on Assignment 04.
- More on art direction
- Read [Assignment 05]
- Read [Assignment 06]

Assignment 04 - Art Direction (due by 11:55 p.m. on Tuesday, May 24, 2022)

Part 04: Video & Digital Creative | Your Book

In this part we will examine creative for digital media and we will discuss portfolios / portfolio schools. By the end you will:

- Understand how to tell a story visually using video.
- Understand how to write for video.
- Understand the challenges and opportunities associated with digital creative.
- Understand what a portfolio is and why you might need one.
- Understand the process of developing a portfolio.
- Understand the positives/negatives of portfolio schools.
- Begin your portfolio project (Assignment 05)
- Create a complete ad (Assignment 06)

For Wednesday, May 25, 2022

- Watch <https://youtu.be/GwoUTrQc-aE> (Alex Bogusky + guest Tiffany Kosel discuss what makes for a strong portfolio)
- Read [Assignment 10]
- Continue to work on Assignments 05 & 6

[VCU Brandcenter 2021](#)

[VCU Brandcenter 2020](#)

[Creative Circus](#)

[Denver Ad School \(Jordyn\)](#)

For Thursday, May 26, 2022

- Listen to <https://musebycl.io/tagline/how-ikea-made-history-1994-first-gay-couple-ad>
- Continue to work on Assignments 05 & 6

For Friday, May 27, 2022

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- Read Chapter 10 - TV COMMERCIALS AND SOCIAL VIDEOS
- Listen to <https://musebycl.io/tagline/how-vws-force-became-dark-lord-super-bowl-ads>
- Continue to work on Assignments 05 & 6
 - In-class Exercise
[Pizza Hut Script](#)

Assignment 05- Portfolio Part I (due by 11:55 p.m. on Saturday, May 28, 2022)

For Monday, May 30, 2022 - No class meeting (Memorial Day Holiday)

Part 05: It's All About Campaigns

In this part we will move from individual advertisements to advertising campaigns. By the end of this part you will:

- Understand the role of campaigns versus individual ads.
- Understand how campaigns are developed.
- Understand why an advertising campaign is more powerful than any individual ad.
- Understand how to write and present audio advertising.
- Understand how to persuasively present work to a client or your boss.

For Tuesday, May 31, 2022

- Read The story behind Volkswagen's Think Small campaign. <https://medium.com/theagency/the-ad-that-changed-advertising-18291a67488c>
- Read Chapter 11 - WEBSITE, MOBILE, SOCIAL, EXPERIENTIAL, AND IMMERSIVE ADVERTISING
- Continue to work on Assignment 06
- Read [Assignment 07]

Assignment 06 - Individual Ad (due by 11:55 p.m. on Tuesday, May 31, 2022)

For Wednesday, June 1, 2022

- Listen to <https://musebycl.io/tagline/how-pg-battled-racism-through-trilogy-powerful-ads> (59:10).
- Continue to work on Assignment 07

For Thursday, June 2, 2022

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- Listen to <https://musebycl.io/tagline/motel-6-radio-making-and-undoing-classic>
- Read [Assignment 08]
- Review [The Creative Companion](#) by David Fowler
- Continue to work on Assignment 07
[Radio Mercury Awards](#)

For Friday, June 3, 2022

- TBD
- Continue to work on Assignments 07 & 08
- Complete the team project form by 5:00 p.m. today (June 3, 2022)

Assignment 07 - Campaign (due by 11:55 p.m. on Saturday, June 4, 2022)

Part 06: Team Project - "Advertising is a team sport."

In this part your group will work on the team project.

For Monday, June 6, 2022

- Continue to work on Assignment 08
- Read [Assignment 09]
- Work with team

For Tuesday, June 7, 2022

- Continue to work on Assignment 08
- Continue to work with your team / consult with instructor on Assignment 09

Assignment 08 - Portfolio Part II (due by 11:55 p.m. on Tuesday, June 7, 2022)

For Wednesday, June 8, 2022

- Continue to work with your team / consult with instructor on Assignment 09

For Thursday, June 9, 2022

- Continue to work with your team / consult with instructor on Assignment 09

For Friday, June 10, 2022

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- Continue to work with your team / consult with instructor on Assignment 09

Assignment 09 - Team Project (due by 11:55 p.m. on Saturday, June 11, 2022)

For Monday, June 13, 2022

- Team videos: Evaluation form for today's pitches + peer evaluations. Complete by end of class today.
- Continue to work on Assignment 10

Assignment 10 - Portfolio (due by 11:55 p.m. today)

Thursday, June 16, 2022 (final exam period: 11:30 am - 2:30 pm)

- what's next for your advertising education/career
- review portfolio projects