

MEJO 371 (sections 002 & 004) • ADVERTISING CREATIVE • FALL 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 in person** and follows the [UNC Covid-19 Community Standards](#). If these standards change during the semester, we will adjust as necessary.

Section 2: 5:00 - 6:15 p.m. MW in Curtis Media Center room 0301

Section 4: 5:15 - 6:30 p.m. TTH in Carroll Hall room 143

Instructor Contact Information & Student Hours

Joe Bob Hester, Ph.D.

Associate Professor

Student hours are 1:30 p.m. – 2:30 p.m. on Monday and Wednesday in my office (233 Carroll Hall) or by appointment at other times (in person or 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.

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).

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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 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: As long as it is possible to do so safely, we will meet in person this semester. There is no option for attending class virtually. Class meetings will be recorded using Zoom. You will have access to those recordings for review purposes (via Panopto on Sakai).

I understand the ongoing COVID-19 pandemic may require changes to this plan and will be monitoring the situation closely. If I need to change the format of the course temporarily due to outbreaks of illness, I will announce this via email and the course Sakai site.

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 includes individual grade adjustments based on 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% - Persuasion (Assignment 01)
7.5% - Headline (Assignment 02)
7.5% - Copy (Assignment 03)
7.5% - Art Direction (Assignment 04)
7.5% - Individual Ad (Assignment 05)
10% - Individual Campaign (Assignment 06)

5% - Portfolio – Part I (Assignment 07)
15% - Team Campaign + Pitch (Assignment 08)
25% - Portfolio – Part II (Assignment 09)
10% - In-class exercises + homework exercises + quizzes + participation

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The Portfolio (Parts I & II) serves in lieu of a traditional final exam and Part II is due by 5:00 p.m. on Wednesday, November 30, 2022. During the final exam period we will meet for a review/critique of the projects. There are no extra credit projects available in this course.

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.

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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 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.

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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.

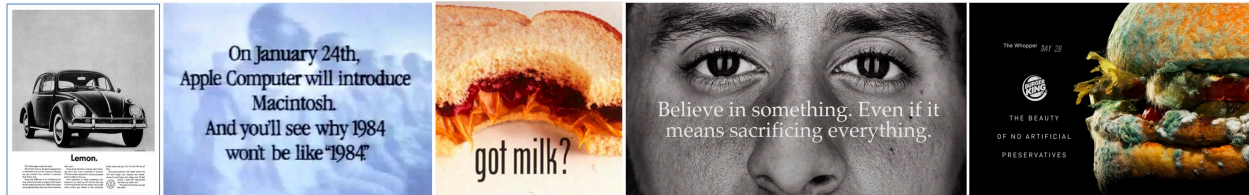
Title IX: Any student who is impacted by discrimination, harassment, interpersonal (relationship) violence, sexual violence, sexual exploitation, or stalking is encouraged to seek resources on campus or in the community. Reports can be made online to the EOC at <https://eoc.unc.edu/report-an-incident/>. 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](#), 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

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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: Under current [UNC Covid-19 Community Standards](#), mask use is optional. If you feel more comfortable still wearing a mask, you are free to do so. There are many reasons why a person may decide to continue to wear a mask, and we must all respect that choice.

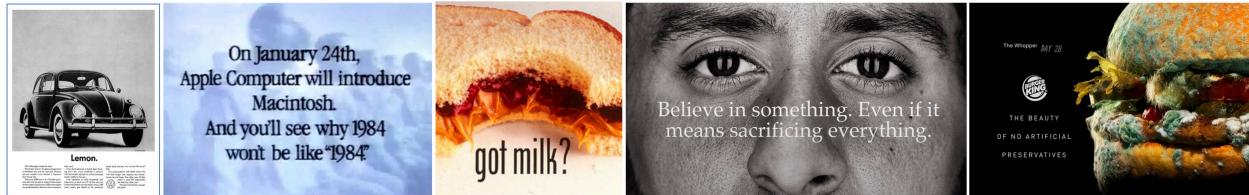
Accreditation: The School of Journalism and Mass Communication's accrediting body outlines a number of values you should be aware of and competencies you should be able to demonstrate by the time you graduate from our program. Learn more about them here:

<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 (see Sakai for latest version, assignments, readings, and/or updates)

Week 01: Intro to Advertising + Creative

This week's class meetings 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 of this week, 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.
- Understand how to evaluate advertising creative work as a professional, not a consumer.
- Know some initial techniques to help you be more creative.

Assignment 01 - Persuasion (due by 5:00 p.m. on Friday, August 19, 2022)

Week 02: From Creative Brief to Idea Generation

This week we will explore the role of strategy in advertising creative and techniques for generating ideas by writing headlines.

By the end of this week, you will:

- Understand why/how creative briefs are developed.
- Understand the power of metaphors.
- Be able to identify headlines by rhetorical type.

Week 03: More on Headlines & Idea Generation

By the end of this week, you will:

- Create more than 50 headlines and critique them (Assignment 02).

Assignment 02 - Headlines (due by 5:00 p.m. on Friday, September 2, 2022)

Week 04: Copywriting

This week we will introduce writing advertising copy. And one of the best ways to learn to write good copy is to read good copy, lots of it!

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By the end of this week, you will:

- Understand the importance/purpose of good copy.
- Understand the basic structure(s) of body copy.
- Understand the relationships among headlines, copy, and visual images.

Week 05: More Copywriting

By the end of this week, you will:

- 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)

Assignment 03 - Copywriting (due by 5:00 p.m. on Friday, September 16, 2022)

Week 06: Design / Art Direction

This week we will begin our look at the roles of design and art direction in advertising.

By the end of this week, you will:

- Understand the relationships between image/design and copy in advertising.
- Understand basic principles of design as they are applied in advertising.

Week 07: Art Direction - Typography

This week we will continue to explore art direction with an emphasis on the role of typography in advertising.

By the end of this week, you will:

- 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)

Assignment 04 - Art Direction (due by 5:00 p.m. on Friday, September 30, 2022)

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Week 08: Video

By the end of this week, you will:

- Understand how to tell a story visually using video.
- Understand how to write for video.

Week 09: Digital Creative | Your Book

This week we will examine creative for digital media and we will discuss portfolios / portfolio schools.

By the end of this week, you will:

- 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.
- Create a complete ad (Assignment 05)

Assignment 05 - Individual Ad (due by 5:00 p.m. on Friday, October 14, 2022)

Week 10: It's All About Campaigns

This week we will move from individual advertisements to advertising campaigns.

By the end of this week, 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.

HAVE A GREAT (AND SAFE) FALL BREAK!

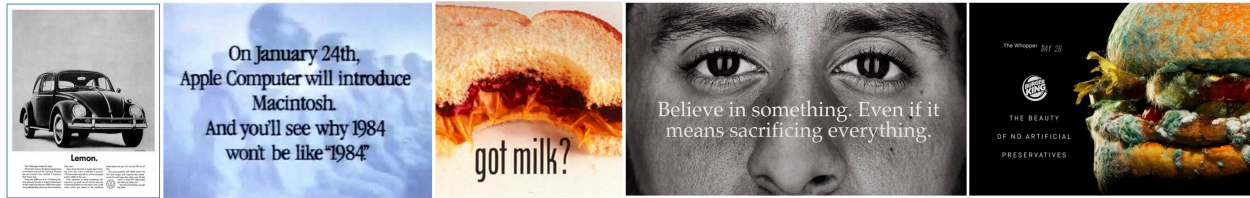
Week 11: Audio | Presenting Work

This week we will look at the creative power of audio, the theater of the mind. We will also discuss presenting creative work.

By the end of this week, you will:

- Understand how to write and present audio advertising.
- Understand how to persuasively present work to a client or your boss.

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Assignment 06 - Campaign (due by 5:00 p.m. on Friday, October 28, 2022)

Week 12: Team Project

This week your group will begin work on the team project.

Assignment 07 - Portfolio Part I (due by 5:00 p.m. on Friday, November 4, 2022)

Week 13: Team Project

Work on team project continues.

Week 14: Team Project

Work on team project continues.

Assignment 08 - Team Project (due by 5:00 p.m. on Friday, November 18, 2022)

Week 14: Team Project Presentations

THANKSGIVING RECESS

Week 16: Where to Go From Here

This week we will discuss what's next for your advertising education/career and finish your portfolio projects.

Assignment 09 - Portfolio Part II (due by 5:00 p.m. on Wednesday, November 30, 2022)

Final Exam Period

- Section 2: Monday, December 5, 2022 @ 4 pm
- Section 4: Tuesday, December 6, 2022 @ 7 pm

We will review the final projects.