

## **MEJO 371-3, SPRING 2023**

### **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 and writers), as well as strategists and production professionals 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: 12:30 pm to 1:45 pm Tuesdays/Thursdays, Online Classes by Zoom (most Tuesdays) and in person in Curtis Media Center 301 (most Thursdays)

Instructor: Allen Bosworth

Office: By Appointment.

Phone: 864-270-2531

I am happy to see any student outside of class by appointment. Please email me to schedule a mutually convenient time. Email [allbos@email.unc.edu](mailto:allbos@email.unc.edu)

#### **Evaluating Work**

Creativity is subjective, and ideas about what is “good work” 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.

<b>Grade</b>	<b>Minimum Percentage Required</b>
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, resources, and guest speakers 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.

## **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.

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.

## **Evaluations**

Your grade will result from the following:

Concept Assignment 1	10%
Concept Assignment 2	15%
Mid Term Exam	20%
Concept Assignment 3	15%
Final Assignment for Exam	30%
Participation and Attendance	10%

## **Readings and Multimedia Resources**

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

## **Seeking Help**

If you need individual assistance, please let me know right away. I'm here to help in any way you need.

## **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.

### **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:**

Attendance is mandatory. As this is a class that is rooted in participation and attendance, we will require attendance. If you need to miss for any reason, please communicate with me for approval before class or within 24 hours. Excessive unexcused absences (3 classes or more) will result in a lowering of ½ of final grade (A to A- for example). 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/>)

**Spring 2023 Course Delivery:** As long as it is possible to do so safely, we will meet in person this semester. 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.

### **HONOR CODE**

I expect that each student will conduct himself or herself or themselves 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](mailto: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](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](http://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](http://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 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 have the option to wear a mask covering your mouth and nose at all times in our classroom.

### **SPECIAL ACCOMMODATIONS**

If you require special accommodations to attend or participate in this course, please reach out as soon as possible. If you need information about disabilities visit the Accessibility Services website at <https://accessibility.unc.edu/>

## Timeline and Schedule of Topics

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

Tuesday	1/10/2023	In Class: Out of Class: Location:	Welcome to Advertising Creative and Intro to EP+Co Sakai Lessons will list out of class work each week Zoom
Thursday	1/12/2023	In Class: Out of Class: Location:	Understanding the Creative Brief and Creative Intent; Present Concept 1 Creative Brief to Class Work on Concept 1 Curtis Media Center 301
Tuesday	1/17/2023	In Class: Out of Class: Location:	Understanding the Problem: An Introduction to the 5 C's Work on Concept 1 Zoom
Thursday	1/19/2023	In Class: Out of Class: Location:	Making Strategy Actionable: Developing the Insights; Group Formation Concept 1 Draft Due in Sakai in Assignments by 12:30 pm on 1/19/2023 Zoom
Tuesday	1/24/2023	In Class: Out of Class: Location:	Group Project Final Assignment Creative Brief Work on Final Assignment 5 C's Zoom
Thursday	1/26/2023	In Class: Out of Class: Location:	Highlight Submissions from other classes for Concept 1; 5 C's Group Work. Work on Revised Final Assignment 5 C's Curtis Media Center 301
Tuesday	1/31/2023	In Class: Out of Class: Location:	When Storytelling Creates Culture; Make Something Out of Nothing Work on Revised Concept 1; Work on 5 C's Zoom
Thursday	2/2/2023	In Class: Out of Class: Location:	Work on 5 C's in Groups Work on Revised Concept 1; Work on 5 C's Curtis Media Center 301
Tuesday	2/7/2023	In Class: Out of Class: Location:	Super Bowl Commercials Primer Work on Revised Concept 1; Work on 5 C's Zoom
Thursday	2/9/2023	In Class:	Present Group Project 5 C's in class; Present Concept 2 Brief

		Out of Class:	Group Project 5 C's Due in Sakai by 12:30 pm on 2/9/23
		Location:	Curtis Media Center 301
Tuesday	2/14/2023	In Class:	NO CLASS—WELL BEING DAY
		Out of Class:	Concept 1 Final by 12:30 pm on 2/16/23; Work on Behavior/Belief/Creative Strategies
		Location:	Zoom
Thursday	2/16/2023	In Class:	Super Bowl Commercials Review and Discussion of Behavior/Belief/Creative Insights
		Out of Class:	Work on Concept 2; work on Behavior/Belief/Creative Strategies
		Location:	By Zoom
Tuesday	2/21/2023	In Class:	Guest Speaker (Archer)
		Out of Class:	Work on Concept 2
		Location:	Zoom
Thursday	2/23/2023	In Class:	Midterm Exam
		Out of Class:	Work on Concept 2
		Location:	Zoom
Tuesday	2/28/2023	In Class:	Work on Behavior/Belief/Creative Strategy in Class
		Out of Class:	Work on Concept 2
		Location:	Zoom
Thursday	3/2/2023	In Class:	An Ad Isn't Always an Ad: Treyvon Green, Social Strategist at Wieden + Kennedy
		Out of Class:	Group Behavior/Belief/Creative Strategy Due at 2 pm on 3/9/23
		Location:	Curtis Media Center 301
Tuesday	3/7/2023	In Class:	Manifestos and Mood Boards Preso; Present Concept 3 Brief
		Out of Class:	Work on Concept 3; Concept 2 Due in Sakai by 12:30 pm on 3/7/23
		Location:	Zoom
Thursday	3/9/2023	In Class:	Creating a Creative Platform; John Cornette CCO at EP+Co
		Out of Class:	Work on Concept 3; Behavior/Belief/Creative Strategy Due at 2 pm on 3/9/2023
		Location:	Curtis Media Center 301
Tuesday	3/14/2023	In Class:	No Class Spring Break
		Out of Class:	
		Location:	
Thursday	3/16/2023	In Class:	No Class Spring Break
		Out of Class:	
		Class:	

Location:

Tuesday	3/21/2023	In Class: Out of Class: Location:	Media + Message: Working Together (Hunley) Work on Concept 3; Work on Semester Long Project Zoom
Thursday	3/23/2023	In Class: Out of Class: Location:	Work on Final Projects in Groups Work on Concept 3; Work on Semester Long Project Curtis Media Center 301
Tuesday	3/28/2023	In Class: Out of Class: Location:	Design Thinking (Lucas) Work on Concept 3; Work on Semester Long Project Zoom
Thursday	3/30/2023	In Class: Out of Class: Location:	Manifesto and Mood Boards Preso in class. Manifesto and Mood Boards due in Sakai by 12:30 pm on 3/30/23 Curtis Media Center 301
Tuesday	4/4/2023	In Class: Out of Class: Location:	Content Production + Creativity (Miller) Work on Final Presentations Zoom
Thursday	4/6/2023	In Class: Out of Class: Location:	NO CLASS—WELL-BEING DAY Concept 3 Due in Sakai by 12:30 pm on 4/11/23
Tuesday	4/11/2023	In Class: Out of Class: Location:	Guest Speaker Work on Final Project Zoom
Thursday	4/13/2023	In Class: Out of Class: Location:	No Class Work on Final Project
Tuesday	4/18/2023	In Class: Out of Class: Location:	Work on Final Projects in Class Work on Final Project Zoom
Thursday	4/20/2023	In Class: Out of Class: Location:	Work on Final Projects in Class Work on Final Project Curtis Media Center 301

Tuesday	4/25/2023	In Class:	Best of Semester; Drawing for Order
		Out of	
		Class:	Prepare for Final Presentation Exam
		Location:	Zoom
Thursday	4/27/2023	In Class:	Final Touches on Presentations
		Location:	Curtis Media Center 301
Thursday	5/4/2023	In Class:	Exam Presentations 12 pm to 3 pm
		Location:	Zoom