

MEJO 371-005: Advertising Creative

SPRING 2023

Time: MW 5:00-6:15pm

Classroom: CT 301

Office Hours: By request

Instructor

C. Jeanette Tyson

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Course Overview

This is a course about the advertising industry, specifically how creative work is conceived and developed. It's meant to help you understand how art directors, writers and strategists use disruptive thinking and story building—with words, art, typography, media, technology, activations --- to create brands. This is a hands-on class. We'll work from real agency briefs to develop brand platforms and build out those platforms with ideas based on insights about human behavior. Just like they do in agencies.

The work will be fast-paced. (Just like it is in agencies) You'll be asked to make quick evolutions on the work, mostly based on classroom feedback.

We'll talk more broadly about living a creative life, the mash-up of opportunities to be found in this changing industry, and how to start finding your place in it (or maybe not). You'll be exposed to conversations, assignments and the daily realities of working in today's A-level agencies with actual clients. Take advantage of this: ask anything. Network with everyone.

Please bring a notebook and old school writing instrument of choice. Many masterpieces start with noodling.

The professor reserves the right to make changes to the syllabus and calendar, including project due dates. Dates will necessarily flex around real client participation and team progress. Updated timelines, notes and reminders will be discussed in class, put into the deck and posted in Sakai. And yes, using Sakai for one more semester while transitioning to Canva.

Our tentative class schedule is posted as a separate attachment under Syllabus in Sakai.

You're going to be asked to put ideas—finely crafted or not—in front of your classmates. This requires a certain amount of bravery. Honest critique is expected (and graded), but absolute and total respect is demanded. Be constructive and fair.

Evaluating Work

Creativity is subjective and what defines “great” or “good” varies from one person to another. Grading subjective material is always challenging so remember this is a class about finding fresh approaches to building brands. Ideas based on real insights with distinctive executions will represent the highest evaluations. Ability to carry a narrative throughout a full body of work will earn high marks. Improvement and progress through the semester will be taken into account. A sincere attempt to be creative, timely response to assignments and class engagement will certainly earn a passing grade.

Grading

Participation: 25% Weekly Assignments and Participation: 25% Individual Projects: 25% Group Projects: 25% Final Project/Exam (a solo endeavor)

Grading Scale

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: < 70

Attendance:

More than 3 unexcused absences will ding your grade. Please communicate with me via email about absences. This is an in-person class but the Zoom link will be available for all classes; please use it if you're feeling ill.

Please be aware you are bound by the [Honor Code](#) when making a request for 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. Using a set-up sound bite is a violation of the honor code. 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.

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.

Diversity:

The University's policy on Prohibiting Harassment and Discrimination is outlined in the 2011-2012 Undergraduate Bulletin <http://www.unc.edu/ugradbulletin/>. 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.

Special Accommodations:

If you require special accommodations to attend or participate in this course, please let the instructor know as soon as possible. If you need information about disabilities visit the Department of Disability Services website at <http://disabilityservices.unc.edu/>

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 last six bullet dots under "Professional values and competencies" in the link above.

Spring 2023 Calendar

Mon Jan 9: What am I doing here? What are you doing here? What's creativity anyway?

Wed Jan 11: Building a Brand: Where to Start

Mon Jan 16 MLK Day NO CLASS
(Tues Jan 17 MLK Day of Action)

Wed Jan 18: Mass Intimacy

Mon Jan 23: Activations: Why?

Wed Jan 25: Nuts + Bolts + Project 1 Brief

Mon Jan 30: Project 1 Round 1

Wed Feb 1: Project 1 Round 2

Mon Feb 6: Project 1 Round 3

Wed Feb 8: Project 1 Client Presentation

(Sunday Feb 12: Super Bowl-viewing will be assigned)

Mon Feb 13: Well Being Day NO CLASS

Wed Feb 15: Super Bowl Ad reviews/ Project 2 brief

Mon Feb 20: Project 2 Round 1

Wed Feb 22: Project 2 Round 2

Mon Feb 27: Project 2 Round 3

Wed Mar 1: Project 2 Client Presentation

Mon Mar 6: Agency Roles

Wed Mar 8: Lightning Round + Project 3 Brief

Mon Mar 13: Spring Break NO CLASS

Wed Mar 15: Spring Break NO CLASS

Mon March 20: Project 3 Round 1

Wed Mar 22: Project 3 Round 2

Mon Mar 27: Project 3 Round 3

Wed Mar 29: Project 3 Client Presentation

Mon Apr 3: Project 4 Brief

Wed April 5: Project 4 Round 1

(Thurs-Fri April 6-7 No Classes)

Mon Apr 10: Exam Project assigned + Project 4 Round 1-A

Wed Apr 12: Project 4 Round 2

Mon Apr 17: Project 4 Round 3

Wed Apr 19: Project 4 Round 4 Final Presentation

Mon April 24: Wrap Up

Wed Apr 26 LAST CLASS

(Friday April 28 End of Semester)

(May 3 Reading Day)

Tues May 9: Exam/Final Project Due 4 pm