MEJO 371 • ADVERTISING CREATIVE • SUMMER I • 2023

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. Monday-Thursday with asynchronous sessions on Friday.

> Join Zoom Meeting - https://unc.zoom.us/j/95990387408
> Meeting ID: 959 9038 7408

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 Canvas.

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.

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

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 Canvas). *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.* 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:

10% Headlines (Assn. 01 due 5/23)
10% Art Direction (Assn. 02 due 5/30)
15% Individual Campaign (Assn. 03 due 6/6)
15% Team Portfolio Campaign (Assn. 04 due 6/15)

25% Ind. Portfolio Campaign (Assn. 05 due 6/23)
10% Homework
10% In-class exercises/quizzes
 5% Participation (including attendance)

The Individual Portfolio (Assignment 05) serves in lieu of a traditional final exam and is due by 5:00 p.m. on Tuesday, June 20, 2023 (LDOC). During the final exam period we will meet virtually 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.

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.

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.
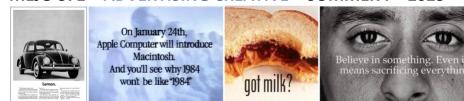
Policy on Non-Discrimination

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 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 Canvas for latest version and/or updates)

Wednesday, May 17, 2023: Introduction to the Advertising Creative course.
Thursday, May 18, 2023: The Creative Process.
Friday, May 19, 2023: ASYNCHRONOUS FRIDAY - Creative Thinking

Monday, May 22, 2023: Design & Art Direction I
Tuesday, May 23, 2023: Design & Art Direction II
Wednesday, May 24, 2023: Design & Art Direction III
Thursday, May 25, 2023: Design & Art Direction IV
Friday, May 26, 2023: ASYNCHRONOUS FRIDAY - Dove Real Beauty

Monday, May 29, 2023: Memorial Day - NO CLASS MEETING
Tuesday, May 30, 2023: The Campaign Idea Platform
Wednesday, May 31, 2023: More on Ideas
Thursday, June 1, 2023: Storytelling Frameworks
Friday, June 2, 2023: ASYNCHRONOUS FRIDAY - Models

Monday, June 5, 2023 - Video I
Tuesday, June 6, 2023 - Video II
Wednesday, June 7, 2023 - Digital Display
Thursday, June 8, 2023 - Digital Audio
Friday, June 9, 2023: ASYNCHRONOUS FRIDAY – Super Bowl Ads

Monday, June 12, 2023: Team Meetings / Instructor Consultations
Tuesday, June 13, 2023: Team Meetings / Instructor Consultations
Wednesday, June 14, 2023: Team Meetings / Instructor Consultations
Thursday, June 15, 2023: Team Meetings / Instructor Consultations
Friday, June 16, 2023: ASYNCHRONOUS FRIDAY – Creative Testing

Monday, June 19, 2023 - Juneteenth - NO CLASS MEETING
Tuesday, June 20, 2023 - Team Project Reviews
Wednesday, June 21, 2023 - Reading Day - NO CLASS MEETING

(Final Exam Period) - Portfolio Reviews / What's Next?