MEJO 371-006 Advertising Creative

FALL 2023

Time: MW 5:15-6:30pm/CT 301

Office Hours: By request, zoom or IRL

Instructor: C. Jeanette Tyson. (may appear as Carolyn Tyson)
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Course Description:

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/designers, writers and strategists use disruptive thinking and story building 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 revise and evolve work quickly based on peer and professor feedback.

We'll talk about the mash-up of opportunities found in this changing industry, and how to start finding your place in it (or 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.

My purpose is to give you practical knowledge of the industry to help you gauge your interest in pursuing it. At the end of the semester you should have at least three projects to include (with expansion and more polishing) on a portfolio site.

No specific textbook required at this point, although there will be readings. Please bring a notebook and old school writing instrument of choice. Many masterpieces start with noodling.

The professor reserves the right to change the syllabus/calendar, including project due dates as timing will necessarily flex around client participation and team progress. Updated timelines, notes and reminders will be discussed in class and posted in Canvas.

You have to put your ideas—finely crafted or not—in front of your classmates. This requires bravery. In return, honest and fair critique is expected (and graded), and absolute and total respect is demanded. Be constructive, but nice.

Evaluating Work

Creativity is subjective and what defines "great" or "good" varies from one person to another. Creative work lives at the intersection of culture, behavior and breakthrough. Work based on real insights with distinctive executions gets the highest evaluations. Ability to carry a narrative through a body of work earns high marks. A sincere attempt to be creative, to dig deep and go where you've never gone will earn high marks.

Let's talk AI. We'll comply with university policies of course. But for this class, work submitted directly from an AI prompt without any build or change from you results in a fail and honor code violation. Don't use ChatGPT to write copy for an ad or social post, or script, or anything else. Use AI as a tool the same way you might use Google or Pinterest—to get started, to brainstorm, to organize. One exception to this is visual work. You'll need visual representation for your ideas. If you can't find the right stock photography, you may use something generated by AI. Acknowledge that when you turn it in.

Grading

25% Weekly Creative Assignments and Participation: 25% Individual Projects: 25% Group Projects: 25% Final Project/Exam

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 Associate Dean Julie Dixon-Green, 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.

FALL 2023 Weekly Calendar

Mon Aug 21: What am I doing here? What are you doing here? What's creativity anyway?
Wed Aug 23: Building a Brand: Where to Start

Mon Aug 28: Mass Intimacy: Get in Your Feels
Wed Aug 30: Activations: What are they and why?

Sept 4 LABOR DAY/NO CLASS + (WELLNESS DAY TUES)
Sept 6: This is my story and I'm sticking to it

Sept 11: Project 1 Brief
Sept 13: Project 1 Round 1

Sept 18: Project 1 Round 2
Sept 20: Project 1 Round 3

Sept 25: NO CLASS WELLNESS DAY
Sept 27: Project 1 Rehearsal and Finalize

Oct 2: Project 1 Client Presentation
Oct 4: Project 2 Brief

Oct 9: Project 2 Round 1
Oct 11: Project 2 Round 2

Oct 16: Project 2 Round 3
Oct 18: NO CLASS + FALL BREAK OCT 19-20

Oct 23: Project 2 Finalize

Oct 25: Project 2 Client Presentation

Oct 30: Project 3 Brief
Nov 1: Project 3 Round 1

Nov 6: Project 3 Round 2
Nov 8: Project 3 Round 3

Nov 13: Project 3 Finalize
Nov 15: Project 3 Client Presentation

Nov 20: Agency Roles and Final Project Brief
Nov 22: NO CLASS + THANKSGIVING NOV 22-24

Nov 27: Putting together your portfolio
Nov 29: Guest Speaker

Dec 4: Final Wrap Up
Dec 6: CLASSES END

Friday Dec 15: Final Exam/Project 7pm