

MEJO 371 (section 004) • ADVERTISING CREATIVE • FALL 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 in person**. There is no option for attending virtually.

Section 4: 5:15 - 6:30 p.m. TTH in Curtis Media Center room 0301

Instructor Contact Information & Student Hours

Joe Bob Hester, Ph.D.

Associate Professor

Student hours are 11:00 a.m. – 12:00 p.m. on Tuesday and Thursday 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 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.

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).

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

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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 Canvas).

I understand the COVID-19 or other unexpected events may require changes to this plan and will be monitoring the situation closely. If I need to change the format of the course temporarily, I will announce this via email and the course Canvas 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 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.

“Recognize that there are no shortcuts.
It’s hard work to do great advertising.”
- Jay Chiat

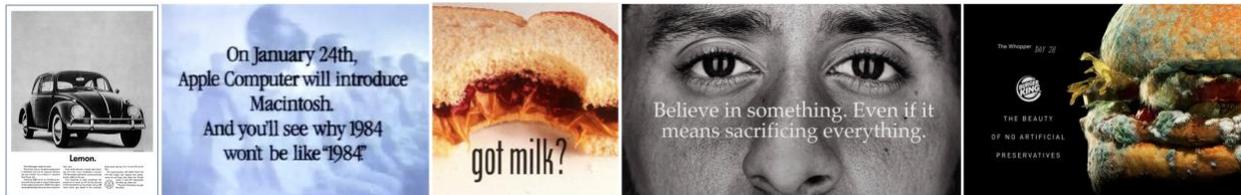
Assignments / Determination of Grade: Grades are primarily determined by performance on assignments. Grading criteria are provided with each assignment. There is a group project, which includes individual grade adjustments based on a peer evaluation component. There are no formal exams in this course; however, there are graded in-class exercises, homework exercises, and quizzes. These all contribute to your final grade as follows:

10% - Headline Writing (Assignment 01)
10% - Art Direction (Assignment 02)
10% - Individual Ad (Assignment 03)
15% - Individual Campaign (Assignment 04)

20% - Team Portfolio (Assignment 05)
25% - Individual Portfolio – (Assignment 06)
10% - In-class exercises + homework
exercises + quizzes + participation

The Individual Portfolio (Assignment 06) serves in lieu of a traditional final exam and is due by 5:00 p.m. on Wednesday, December 6, 2023. 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.

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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

Use of AI

The usage of generative AI tools in this course is based on the philosophies and guidelines outlined by the University (see <https://provost.unc.edu/student-generative-ai-usage-guidance/>). You can read the specifics on the Canvas course site, but in summary they include the following:

Principles for AI Use

- AI should help you think, not think for you.
- Engage with AI responsibly and ethically.
- You are 100% responsible for your final product.
- The use of AI must be open and documented.
- These guidelines apply unless I give your specific guidelines for an assignment.
- Data that is confidential or personal should not be entered into AI tools.

Sourcing Use of Generative AI

- Verification for accuracy.
- Attribution. A template for documentation is available on the Canvas course site.

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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).

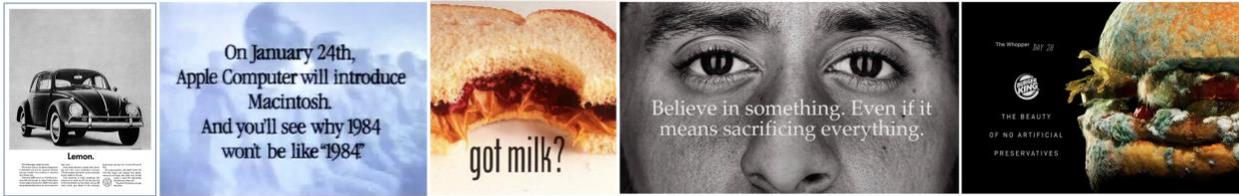
Class Policy: Each student is responsible for completing the assigned work. Late submissions or make-up opportunities for assignments are only available for excused absences. Note that Assignments 01-04 include a 24-hour grace period. For situations when an absence is not University approved (e.g., a 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: The Honor Code (<https://catalog.unc.edu/policies-procedures/honor-code/>) forms a bond of trust among students, faculty, and administrators. The University of North Carolina at Chapel Hill operates under a system of self-governance, as students are responsible for governing themselves. As such, our University is transformed into a powerful community of inquiry and learning. The Honor Code embodies the ideals of academic honesty, integrity, and responsible citizenship, and governs the performance of all academic work a student conducts at the University. Acceptance of an offer of admission to Carolina presupposes a commitment to the principles embodied in our century-old tradition of honor and integrity.

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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 is 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.

Special Accommodations: 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.

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 Accessibility Resources & Services site at <https://ars.unc.edu/>.

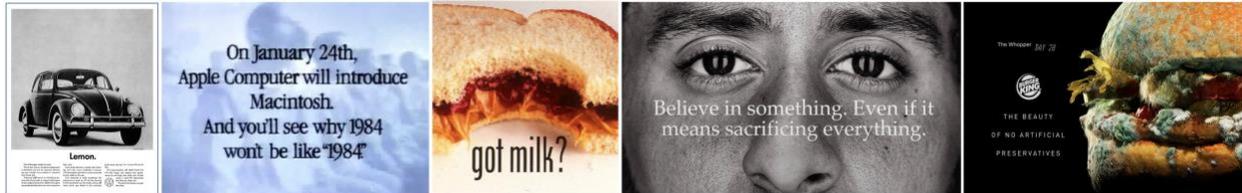
Counseling and Psychological Services: CAPS is strongly committed to addressing the mental health needs of a diverse student body through timely access to consultation and connection to clinically appropriate services, whether for short or long-term needs. Go to their website: <https://caps.unc.edu/> or visit their facilities on the third floor of the Campus Health Services building for a walk-in evaluation to learn more.

Carolyn Ebeling is UNC Hussman's CAPS embedded counselor. Carolyn will offer a warm and non-judgmental space for undergraduate and graduate students to explore their thoughts and feelings. Email them at cebeling@email.unc.edu to get connected.

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. The University's policy on Prohibiting Harassment and Discrimination is outlined on the Equal Opportunity and Compliance Office's webpage (<https://eoc.unc.edu/our-policies/ppdhrm/>). 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.

Mask Use: 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.

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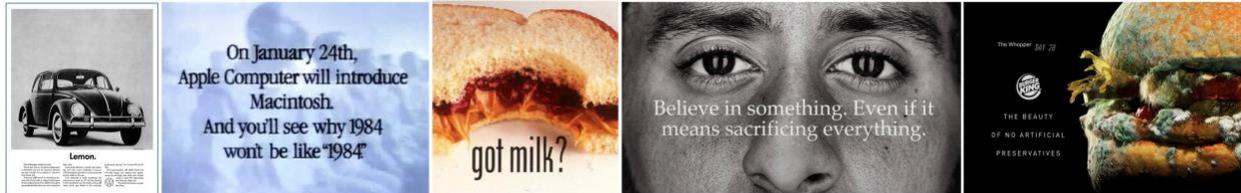


Accreditation: The Hussman School of Journalism and Media's accrediting body outlines a number of values you should be aware of and competencies you should be able to demonstrate by the time you graduate from our program. Learn more about them here:

<http://hussman.unc.edu/accreditation>. 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. The values and competencies associated with this course include being able to:

- 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 Canvas for a more detailed version, assignments, readings, and/or updates)

01 - Tuesday, August 22, 2023 - Intro to the Course

02 - Thursday, August 24, 2023 - Advertising Creativity Today

03 - Tuesday, August 29, 2023 - The Creative Process

04 - Thursday, August 31, 2023 - Copywriting I

NOTE: TUESDAY, SEPTEMBER 5 IS A WELL-BEING DAY (NO CLASS MEETING).

05 - Thursday, September 7, 2023 - Copywriting II

NOTE: Assignment 06 Check-In #1 is due by 5:00 p.m. on Friday, September 8, 2023.

06 - Tuesday, September 12, 2023 - Copywriting III

07 - Thursday, September 14, 2023 - Ad Design

08 - Tuesday, September 19, 2023 - Art Direction I

09 - Thursday, September 21, 2023 - Art Direction II

NOTE: Assignment 01 is due by 5:00 p.m. on Friday, September 22.

10 - Tuesday, September 26, 2023 - Art Direction III

11 - Thursday, September 28, 2023 - Art Direction IV

NOTE: Assignment 06 Check-In #2 is due by 5:00 p.m. on Friday, September 29, 2023.

12 - Tuesday, October 3, 2023 - Campaigns I

13 - Thursday, October 5, 2023 - Campaigns II

NOTE: Assignment 02 is due by 5:00 p.m. on Friday, October 6.

14 - Tuesday, October 10, 2023 - Video I

15 - Thursday, October 12, 2023 - Video II

16 - Tuesday, October 17, 2023 - Audio

NOTE: Assignment 03 is due by 5:00 p.m. on Wednesday, October 18.

NOTE: THURSDAY, OCTOBER 19, 2023 IS PART OF FALL BREAK (NO CLASS MEETING)

HAVE A GREAT (AND SAFE) FALL BREAK.

17 - Tuesday, October 24, 2023 - Digital I

18 - Thursday, October 26, 2023 - Special Guest

19 - Tuesday, October 31, 2023 - Digital II

20 - Thursday, November 2, 2023 - Digital III

NOTE: Assignment 06 Check-In #3 and Assignment 04 are due by 5:00 p.m. on Friday, November 3, 2023.

21 - Tuesday, November 7, 2023 - Team Workshop

22 - Thursday, November 9, 2023 - Team Workshop

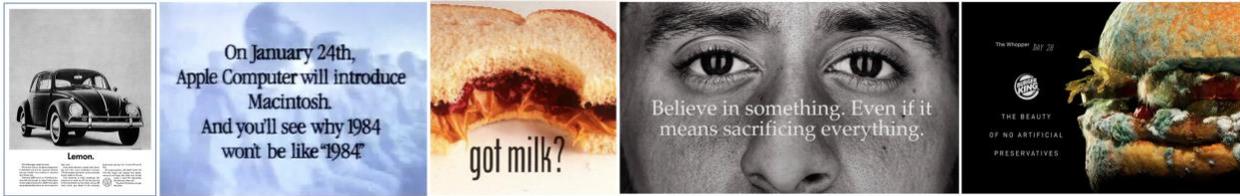
23 - Tuesday, November 14, 2023 - Team Workshop

24 - Thursday, November 16, 2023 - Team Workshop

25 - Tuesday, November 21, 2023 - Team Workshop (remote)

NOTE: THURSDAY, NOVEMBER 23 IS PART OF THANKSGIVING RECESS (NO CLASS MEETING)

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26 - Tuesday, November 28, 2023 - Team Workshop

27 - Thursday, November 30, 2023 - Team Workshop

NOTE: Assignment 05 is due by 5:00 p.m. on Friday, December 1.

28 - Tuesday, December 5, 2023 - Team Project Review

NOTE: Assignment 06 is due by 5:00 p.m. on Wednesday, December 6.

29 - Tuesday, December 12, 2023 - Portfolio Review (**Final Exam Period:** Section 004 @ 7 p.m.)