

MEJO 371-3, SPRING 2024

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

Evaluating Work

Creativity is somewhat 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.

Grade	Minimum Percentage Required
A	93 and above
A-	90-92.99
B+	87-89.99
B	83-86.99
B-	80-82.99
C+	77-79.99
C	73-76.99
C-	70-72.99
D+	67-69.99
D	63-66.99
F	62.99 and below

Grades will not be rounded up (for example, if you earn a 92.7 as your final grade, you will receive an A-, not an A).

Rubric

Each assignment other than midterm exams and participation/attendance grade will be graded against the following rubric:

Out of 100 total possible points:

- 70 points for turning the assignment in on time, without exception.
 - (5 points will be deducted from this score for every 24 hours late. For example, if an assignment is 1 minute late to 23 hours and 59 minutes late, 5 points will be deducted. If it's 24 hours late to 47 hours and 59 minutes late, 10 points will be deducted, and so on).
- 10 points for Professionalism
 - This class is generally for juniors and seniors who will be going into the work force soon. Professionalism is expected in your work. This includes zero typos, correct grammar, professional presentation.
- 10 points for Integration
 - You have to be able to connect the strategy for the advertisement to the actual creative output. Whether the strategy is a creative brief provided to you or a strategy you or your group conceive, you have to be able to demonstrate how the creative advertisement flows from the strategy.
- 10 points for Innovation/Astonishment/Novelty
 - Great creative, including advertising, has to have some sense of "newness," of astonishment, of innovation to it. This is the hardest 10 points to achieve on an assignment. Is it something that surprises and takes a new look at something.

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 Canvas 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. Please note that simply telling me doesn't make for an excused absence. That's simply courtesy. Excessive unexcused absences (3 classes or more) will result in a lowering of ½ of final grade for each class missed unexcused (A to A- for example if you miss 3 classes unexcused; if you miss 4 classes unexcused, it would go from an A to a B+ for example, and so on). **I will take attendance at the beginning of each class.** 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/>)

Professionalism

As mentioned, this is a professional class meant to introduce you to creative advertising in a corporate setting such as an advertising agency, consultancy, or client creative group. I will treat you as professionals if you treat the class professionally. That means showing up to class on time, participating appropriately, being prepared and asking questions, submitting assignments on time, having your camera on during Zoom class periods. In particular, I want your camera on when we have guest speakers/presenters. It's important to see your faces to ensure engagement.

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 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.

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.

(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), 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.

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.

Thursday	1/11/2024	In Class:	Welcome to Advertising Creative
		Out of	
		Class:	Canvas will list out of class work each week
		Location:	Curtis Media Center 301
Tuesday	1/16/2024	In Class:	Look Up Assignment
		Out of	
		Class:	Work on Look Up Assignment due 1/18 in Class
		Location:	Zoom
Thursday	1/18/2024	In Class:	Look Down Assignment: Assign Look Back Brief
		Out of	
		Class:	Look Up Assignment due 1/18 in Class; Look Back Assignment due 1/23 in Canvas

		Location:	Curtis Media Center 301
Tuesday	1/23/2024	In Class: Out of Class: Location:	Understanding the Problem: Introduction to the 5 C's; Assign Concept Assignment #1 Brief Work on Look Back Assignment due 1/23 in Canvas Zoom
Thursday	1/25/2024	In Class: Out of Class: Location:	Making Strategy Actionable: Developing Insights Work on Concept Assignment #1 First Draft Due 1/30 in Canvas Curtis Media Center 301
Tuesday	1/30/2024	In Class: Out of Class: Location:	Group Final Assignment Brief; Group Formation Concept Assignment 1 Draft #1 Due 1/30 in Canvas Zoom
Thursday	2/1/2024	In Class: Out of Class: Location:	When Storytelling Creates Culture; Make Something Out of Nothing Work on 5 C's in Groups Curtis Media Center 301
Tuesday	2/6/2024	In Class: Out of Class: Location:	Super Bowl Commercials Primer Work on 5 C's in Groups Zoom
Thursday	2/8/2024	In Class: Out of Class: Location:	Work on 5 C's in Groups Work on 5 C's in Groups; Comments Back on Concept Assignment #1 from Instructor Curtis Media Center 301
Tuesday	2/13/2024	In Class: Out of Class: Location:	No Class Well-Being Day Work on 5 C's in Groups
Thursday	2/15/2024	In Class: Out of Class: Location:	Presentation of 5's in Class Concept Assignment #1 Final Draft Due in Canvas on 2/27 Zoom
Tuesday	2/20/2024	In Class: Out of Class: Location:	Super Bowl Commercials Review; Got Milk Case Study Concept Assignment #1 Final Draft Due in Canvas on 2/27 Zoom
Thursday	2/22/2024	In Class: Out of Class: Location:	Work on Belief Insight/Behavior Insight/Creative Strategy in Groups in Class Concept Assignment #1 Final Draft Due in Canvas on 2/27 Curtis Media Center 301

Tuesday	2/27/2024	In Class: Out of Class: Location:	Manifestos and Mood Boards Overview Presentation; Present Brief for Concept 2 Concept Assignment #1 Final Draft Due in Canvas on 2/27 Zoom
Thursday	2/29/2024	In Class: Out of Class: Location:	The Rules of Creativity and Advertising Game; Review for Midterm Work on Belief Insight/Behavior Insight/Creative Strategy Due 3/5 Curtis Media Center 301
Tuesday	3/5/2024	In Class: Out of Class: Location:	Guest Speaker (Hallie Harris) Work on Belief Insight/Behavior Insight/Creative Strategy Due 3/5 Zoom
Thursday	3/7/2024	In Class: Out of Class: Location:	Midterm Exam Concept #2 Due on 3/21 in Canvas; Manifesto and Mood Boards due 4/4 Zoom
Tuesday	3/12/2024	In Class: Out of Class: Location:	No Class Spring Break
Thursday	3/14/2024	In Class: Out of Class: Location:	No Class Spring Break
Tuesday	3/19/2024	In Class: Out of Class: Location:	Creating a Creative Platform (John Cornette—CCO EP+Co) Concept #2 Due on 3/21 in Canvas; Manifesto and Mood Boards due 4/4 Zoom
Thursday	3/21/2024	In Class: Out of Class: Location:	Work on Final Projects in Groups; Review Midterm Concept #2 Due on 3/21 in Canvas; Manifesto and Mood Boards due 4/4 Curtis Media Center 301
Tuesday	3/26/2024	In Class: Out of Class: Location:	Content Production + Creativity (Danny Miller; Head of Content Production at EP+Co) Manifesto and Mood Boards due 4/4 Zoom
Thursday	3/28/2024	In Class: Out of Class: Location:	No Class Well-Being Day Manifesto and Mood Boards due 4/4
Tuesday	4/2/2024	In Class:	Trey Green

		Out of Class:	
		Location:	Zoom
Thursday	4/4/2024	In Class:	Manifesto and Mood Boards Preso in class; Assign Concept #3
		Out of Class:	Manifesto and Mood Boards due 4/4
		Location:	Curtis Media Center 301
Tuesday	4/9/2024	In Class:	Using AI to Spark Creativity (Nina Ruhe)
		Out of Class:	Work on Concept #3 Due 4/18; Work on Final Presentations Due 5/6
		Location:	Zoom
Thursday	4/11/2024	In Class:	No Class—Instructor has prior engagement
		Out of Class:	Work on Concept #3 Due 4/18; Work on Final Presentations Due 5/6
		Location:	
Tuesday	4/16/2024	In Class:	Guest Speaker (Harris and Whisenant)
		Out of Class:	Work on Concept #3 Due 4/18; Work on Final Presentations Due 5/6
		Location:	Zoom
Thursday	4/18/2024	In Class:	Work on Final Presentations in Class
		Out of Class:	Work on Concept #3 Due 4/18; Work on Final Presentations Due 5/6
		Location:	Curtis Media Center 301
Tuesday	4/23/2024	In Class:	Presentation of Concept 3 in Class
		Out of Class:	Work on Final Presentations Due 5/6
		Location:	Zoom
Thursday	4/25/2024	In Class:	Work on Final Presentations in Class
		Out of Class:	Work on Final Presentations Due 5/6
		Location:	Curtis Media Center 301
Tuesday	4/30/2024	In Class:	Best of Semester; Drawing for Order
		Location:	Zoom
Monday	5/6/2024	In Class:	Exam Presentations 4 pm to 7 pm
		Location:	Zoom