MEJO 371-005 Advertising Creative

SPRING 2024

Time: MW 5:00-6:15pm/CT 301

Office Hours: By request: email me or stop after class and we'll set something up

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 will help you understand how agency art directors/designers, writers and strategists use story building to create brands.

This class is hands-on. We'll develop brand 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 work in teams and solo. Just like they do in agencies. You'll evolve work based on peer and professor feedback, just like they do….you get it.

We'll talk about the mash-up of opportunities in this changing industry and how to start finding your place in it. We'll look at things through the ad agency lens but principles can be applied to client-side work, entrepreneurship and maybe even life itself. 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 and help you decide whether you want to pursue it as a career. You should leave this class with at least three projects to include (with expansion and polishing) in a portfolio site.

No specific textbook is 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. Anyway, creative people always have a notebook handy.

The professor reserves the right to change the syllabus/calendar, including due dates, to flex around client availability and project progress. Any changes will be discussed in class and posted in Canvas.

You have to put your ideas—finely crafted or not—in front of classmates. This requires bravery. In return, honest and fair critique is expected, 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, human 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 also 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

15% Individual Creative Assignments and Participation:

15% Team Project 1

20% Team Project 2

20% Team Project 3

30% Final individual 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. I expect you to be in class but the Zoom link will be available; please use it if you're feeling ill. Please communicate via email if you will miss class or be on zoom.

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 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.

SPRING 2024 Weekly Calendar

~~Mon~~
Wed Jan 10 FDOC: What am I doing here? What are you doing here? What's creativity anyway?

Mon Jan 15 NO CLASS MARTIN LUTHER KING DAY
Wed Jan 17 : Building a Brand: Where to Start

Mon Jan 22: Mass Intimacy: Get in Your Feels
Wed Jan 24: Activations: What are they and why?

Mon Jan 29:
Wed Man 31: This is my story and I'm sticking to it

Mon Feb 5 : Project 1 Brief
Wed Feb 7: Project 1 Round 1

Mon Feb 12: NO CLASS WELLBEING DAY

Wed Feb 14: Project 1 Round 3

Mon Feb 19:
Wed Feb 21: Project 1 Rehearsal and Finalize

Mon Feb 26: Project 1 Client Presentation
Wed Feb 28: Project 2 Brief

Mon Mar 4: Project 2 Round 1
Wed Mar 6: Project 2 Round 2

Mon Mar 11: NO CLASS SPRING BREAK
Wed Mar 13: NO CLASS SPRING BREAK

Mon Mar 18: Project 2 Finalize
Wed Mar 20: Project 2 Client Presentation

Mon Mar 25: Project 3 Brief
Wed Mar 27: Project 3 Round 1

Mon April 1: Project 3 Round 2
Wed April 3: Project 3 Round 3

Mon April 8: LONDON
Wed April 10: Project 3 Client Presentation

Mon April 15: Agency Roles and Final Project Brief
Wed April 17: NO CLASS

Mon April 22: Building your portfolio
Wed April 24:

Mon April 29: Final Class Wrap Up

May 2-10 Exam: Final Exam/Project