Syllabus

- or -

“The Intellectual Obstacle Course Meant to Break You”

Course Structure: Writers, you will work with a partner. Art Director(s), you will work with pretty much everyone. This is going to be a strange, yet fun, semester. Be ready to stretch yourself. Writers, you will have to work extra hard to think visually. You won’t have the luxury of an art director to do it for you (on most of your projects).

We will meet once a week to discuss all things creative, both in and out of the industry. Every two weeks (or thereabouts), you’ll receive a different assignment. During class you will be presenting your work. Sometimes to us. Sometimes to the class. This part can seem cruel or harsh. You might even go home and cry yourself to sleep. You will soon learn that it’s because we love you, but we love good concepts more and that’s what we want you to deliver.

You, in most cases, won’t finish each assignment in two weeks, so you’ll be working on more than one at a time. You should be working and tweaking ads until the end of the semester. They’ve got to be good, and that takes time. It’s also the real world. If you can’t learn to multi-task…well, you’re toast.

At the end of the semester we will have a portfolio review where your book will be evaluated by some big-wigs in the business (at least from your point of view). It’s a big deal. Don’t screw it up.

Attendance Policy: Be here. In mind and body. This industry relies on solid, dependable teamwork. It’s crucial. So, when you’re not here, you’re letting your teammate down. We see how sad and lonely they are. And while we’re picking up the pieces from this failed relationship, we begin to think you don’t care about people. At that point we begin not to care about giving you a good grade. It’s a horrible cycle.

Course Objectives:
1) Learn to tell great stories
2) Produce a killer book/site to send out to the world
3) Learn to work as a team
4) Have a working knowledge of an ad agency environment
5) Learn the difference between a critique and a criticism
6) Learn how to sell a concept before anyone even sees it
7) Learn to think outside of traditional media

Grading: If you don’t think that your book will rock, it probably won’t. So don’t think that. We are grading on several things, your effort and subsequent concept from that effort, your finished physical portfolio and your presentation skills. Basically, work your ass off and you’ll be fine.

Required materials: A pencil, an eraser, a permanent black marker, and a blank unlined journally-type book that will be your main tool for keeping track of the brilliant ideas you will be coming up with. It should be with you at all times. If cost is an issue, grab a bunch of cocktail napkins from a bar, punch a hole in the corner. Tie some string through that hole and BOOM. Unlined notebook. I’m sure you can find a pencil and marker somewhere. Be resourceful, that’s your job – or will be anyway.
**Required Reading:** Read these while standing in a bookstore (if you can actually find one still open) or get a subscription to: CMYK, Archive, Communication Arts, GOOD magazine, WIRED magazine, Applied Imagination. You can find great rates for student subscriptions to the industry-based magazines, so look into those.

**Required Websites to Know:** Ask. They’re always changing. But you have to know what’s going on around you in the world. Trends, future concepts, new technologies.

**You Should Know:** You need to send Dr. Broyles a weekly report, sometime between the time class is over on Thursday and midnight Sunday. Please don’t forget. It’s important for Dr. Broyles to be aware of both the progress of the class and the progress that you’re making. She is also an excellent “conflict resolution” resource should you need it.

**Contact Info:** You have at your disposal two real-life award-winning creatives from real advertising agencies. Take advantage of that. Our numbers and emails are below. Use them. We’re here for you.

Chris Rainey
214.500.6737
chris.rainey@tracylocke.com

Chad Smith
214.259.3565
chad.smith@tracylocke.com

**Stuff we are required to say:**
Since 1969, the Department of Journalism has been accredited by the Accrediting Council for Education in Journalism and Mass Communication (ACEJMC). About one-fourth of all journalism and mass communication programs in the United States are accredited by ACEJMC. National accreditation enhances your education here by certifying that the department adheres to standards established by the council. This course will help you meet the following student learning outcomes that have been established by ACEJMC: 1) Understand concepts and apply theories in the use and presentation of image and information. 2) Work ethically in pursuit of truth, accuracy, fairness and diversity. 3) Think critically, creatively and independently. 4) Conduct research and evaluate information by methods appropriate to the communications in which you work. 5) Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes you will serve. 6) Critically evaluate your own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness. 7) Apply tools and technologies appropriate for the communications professions in which you work.

**Special accommodations:** If a student requires special accommodation, s/he should contact the instructor of this class and the Office of Disability Accommodation. Please do so at the beginning of the semester.

*If these big wigs don’t like your work, both Chris and Chad reserve the right to pretend as if we never met you.*