Advertising Creative

JOUR 3050 • Fall 2015
Mayborn School of Journalism • University of North Texas

Nationally Accredited • Toughest Program in Texas • Best Mentoring Anywhere

Professor          Sheri Broyles, Ph.D.

Classroom          203 Sycamore Hall

Class times        Section 001: Tuesday/Thursday  9:30 to 10:50
                  Section 003: Tuesday/Thursday  11:00 to 12:20

Contact info       Office: 940.565.4736  Home: 940.464.2250  Email: Sheri.Broyles@unt.edu

Office hours       2:00 p.m. to 3:30 p.m. Tuesday/Thursday. Or by appointment.

Prerequisites      To take this class you should be an advertising major or minor, or have the consent of the department. If you are an advertising major, by registering for this course you are stating that you have taken the required prerequisite courses of JOUR 2000 and 3210. For minors, JOUR 2000 is required and knowledge of InDesign and Photoshop is important. If the department later determines that you have not taken and passed these requirements, then you may be dropped at any point in the semester.

What you will learn

When you finish this class, you should have greater knowledge and skills in several areas that will be useful to you — if you work in advertising or in another area. While this course has obvious benefits for those going into creative (this course will help you get a start toward building a portfolio), it will also benefit those going into other areas of advertising — account executives/planners, media planners, or those who find their way to non-profit and the client-side. It will give you a greater appreciation of what goes into coming up with a truly creative idea. To that end, this course will help you be a better manager of creative spirits as well as make you a better presenter of other’s creative work.

So, in short, you’ll learn:
• To gather research
• To get your idea on paper
• To present your idea
• To critique your and others ideas
• To accept constructive criticism

Finally, this course is required for majors as well as minors who want to go into the creative side of advertising. It will prepare you for Creative 2 (JOUR 4051, offered in the fall semesters) and The Portfolio Class (JOUR 4052, offered in the spring semesters), though it does not guarantee your acceptance into those courses.

I will be available to help you outside of class, either in my office or by telephone. But you must initiate that contact. By working together, this will be a tremendous learning semester.
Accrediting standards to help you be better prepared

Since 1969, the Department of Journalism, now the Mayborn School 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:

- Think critically, creatively and independently.
- Conduct research and evaluate information by methods appropriate to the communications professions in which you work.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes you will 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 the communications professions in which you work.

Materials to help you learn

You’ll have one required and one optional text.


How to demonstrate what you learn

Assignments: This is a hands-on course. All written assignments must be typed and free of errors in grammar, spelling and punctuation. Assignments are due at the beginning of each class.

Reaction papers. There are no exams or quizzes in this course. You’ll be submitting reaction papers for all assigned readings.

Creative campaigns: Your campaigns will be broken into a step-by-step process. You’ll be working in small teams to complete this creative part of the class.

How your course grade will be determined (Subject to revision)

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<thead>
<tr>
<th>Component</th>
<th>Weight</th>
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<tbody>
<tr>
<td>Creative work/campaigns</td>
<td>60%</td>
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<tr>
<td>Final portfolio</td>
<td>10</td>
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<tr>
<td>Reaction papers</td>
<td>15</td>
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<tr>
<td>Other stuff (assignments, journal, participation, whatever)</td>
<td>15 (3@ 20%)</td>
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<tr>
<td><strong>100%</strong></td>
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The grading scale is as follows:

<table>
<thead>
<tr>
<th>Grade</th>
<th>%</th>
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<tbody>
<tr>
<td>A</td>
<td>90-100</td>
</tr>
<tr>
<td>B</td>
<td>80-89.9</td>
</tr>
<tr>
<td>C</td>
<td>70-79.9</td>
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<tr>
<td>D</td>
<td>60-69.9</td>
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<tr>
<td>F</td>
<td>&lt; 60</td>
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Special accommodation

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

Diversity

The Accrediting Council for Educators in Journalism and Mass Communication (ACEJMC) accreditation standards require that diversity be incorporated into the curriculum. The University of North Texas Department of Journalism is an accredited program.
Class schedule  This schedule is subject to change over the course of the semester.

Week 1  Review of syllabus.
Ad critiques

Week 2  The creative process. Growing creativity. Read Whipple Preface to p. 33.
Idea storming. Read Whipple pp. 34-123.

Week 3  Casting talent. Read Whipple pp. 124-197.
Resumes. Read Whipple pp. 198-251.

Week 4  Guest speaker. Read Whipple pp. 252-343.
Copywriting. Writing headlines.

Week 5  Campaign 1 assignment.
Campaign 1: Research class discussion.

Week 6  Campaign 1: Writing lines. Work in teams.
Campaign 1: Thumbnails/roughs due. Work in teams.

Week 7  Campaign 1: Rough comps due. In-class review.
Campaign 1 production day.

Week 8  Campaign 1 finished comps due. In-class review. Assign Campaign 2.
Campaign 2: Research class discussion.

Week 9  Taking risks.
Campaign 2: Writing lines. Work in teams.

Week 10  Campaign 2: Thumbnails/roughs due. Work in teams.
Campaign 2: Rough comps due. In-class review.

Week 11  Campaign 2 production day.
Campaign 2 finished comps due. In-class review. Assign Campaign 3.

Week 12  Campaign 3: Research class discussion.
Campaign 3: Writing lines. Work in teams.

Week 13  Campaign 3: Thumbnails/roughs due. Work in teams
Campaign 3: Rough comps due. In-class review.

Week 14  Campaign 3 production day.
Campaign 3 finished comps due. In-class review.

Week 15  Radio.
Dr. B’s Final for Life.

Final  Portfolio review by professionals during your final exam period.