

**Creative Strategy**

ADVR 3324-001

Fall 2018

Meeman 206

MW 9:10 a.m.-11:25am

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**COURSE REQUIREMENTS****CATALOG DESCRIPTION:**

Principles of advertising psychology in relation to proven techniques for understanding the creative process, including writing effective copy and designing effective advertising. One lecture hour, four laboratory hours per week.

**PREREQUISITES:**

JRSM 2121, 3900

**REQUIRED TEXTBOOK:**

Altstiel, T., & Grow, J. (2017). *Advertising creative: Strategy, copy, and design*. Los Angeles, CA: Sage Publications.

**CLASS INSTRUCTION:**

This course is designed to teach the fundamentals of a creative campaign. Students will learn techniques and the principles behind them to execute creative work for print, video, Web, and digital media. Further, students will build a portfolio of work to show potential employers. A typical class session will consist of a lecture, discussion, and assignment/lab time. Students are required to complete multiple writing and design activities and projects throughout the semester, as well as a final project. The final project should invoke all skills learned in the course.

**REQUIRED SOFTWARE:**

Adobe Photoshop CC, Adobe InDesign CC, Adobe Illustrator CC

Note: You may purchase the Adobe Creative Cloud on a month-to-month basis from Adobe.com.

**OTHER REQUIREMENTS:**

- One Flash Drive (At least 2GB capacity)
- One 9 x 12 inch graphics marker pad
- One 12-inch ruler

**ADDRESSED TERMS:**

- **Thumbs:** thumbnails, small proportionate drawings, ranging in size from 2 x 3.5 inches to 3 x 5 inches. Used to place your concept ideas on paper
- **Roughs:** chosen from your best thumbnail ideas
- **Comps:** super comprehensives, generated from roughs on the computer as a finished

**ADDITIONAL INFORMATION:**

This course will help you express your creativity in the form of effective advertising communication. Both sides of your brain will be exercised as creativity and strategy meet in the development of advertising and promotional ideas that are compelling, persuasive and strategically sound.

Students will work together, in rotating teams of two or three, to produce a high volume of rough creative ideas. You will be encouraged to value points of view, other than your own, in this process. The resulting ideas, in rough form, will be critiqued and possibly refined. The students will then take the best ideas to finished layouts for presentation to the class. Some of the creative assignments will emanate from “real world” creative briefs.

Advertising is a business. It’s about finding ways to get people to pay attention to your message and buy your product or service instead of someone else. But advertising is also about a passion for life and the joys of learning and living it to the fullest. Great creative emanates from curious committed people having fun. The hope is that you will leave this class with a better understanding of the advertising creative process and an impressive creative portfolio.

**GRADING:****Grading Scale:**

A = 90 - 100

B = 80 - 89

C = 70 - 79

D = 60 - 69

F = Below 60

**Grading Philosophy:**

A = Professional quality work that could be use with little or no modification

B = Good to excellent work and exceeds requirement, but would require revision to be used professionally

C = Satisfactory work and adequately meets requirement, but would need significant revision

D = Barely satisfies minimum requirement and below average quality

F = Unsatisfactory work and does not meet minimum requirement.

Note: Plusses and minuses will be given.

**Grade Distribution:**

Creative Activities	15%
Creative Projects	60%
Quizzes	10%
Final project	10%
Portfolio	5%

**ATTENDANCE & CLASS CONDUCT:**

Attendance is mandatory and will be taken at the beginning of each class session. Students are allowed three unexcused absences; after three, additional unexcused absences will drop the student's final grade by one letter grade for each absence. Missing a total of seven classes will result in the student failing the course. University policy for excused absences apply to this course. Tardiness will not be tolerated. After two tardies, one percentage point will be deducted from the student's final grade for each additional tardy. Attendance will be determined by signing the daily sign-in sheet for the course.

**MOBILE AND ELECTRONIC DEVICES:**

The use of electronic devices is permitted, as this class focuses on design and technology. Mobile telephones must be turned to vibrate during class and should be used only for emergencies. Excessive text messaging will not be tolerated.

**DEADLINES:**

All deadlines are firm. This is journalism and mass communications. Late work is not accepted. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to or on the due date. Work will be collected at the beginning of class, and must be printed and mounted or prepared for presentation before class.

**COMPUTER USAGE:**

Students are expected to use a computer in this course. Students will use Apple computers running the Macintosh operating system in class, but may use Windows computers at their own discretion. Students will work with the design software standard in the professional world. At this time, the professional standard is the Adobe Creative Suite, particularly Adobe InDesign, Adobe Photoshop and Adobe Illustrator. Extensive instruction about how to use these programs will be offered in this course.

**WRITING STYLE:**

Students will be required to write a substantial amount as part of their study. In these cases, students are expected to adhere to the Associated Press style guide. Additionally, in design projects, students will use text as part of their projects. Within creative reason, the text used in these projects must also follow the AP guidelines.

**ASSIGNMENT FORMAT:**

All assignments are to be submitted electronically via eCourseware. Generally, each assignment will come with unique formatting guidelines. Be sure to follow these guidelines exactly. Work that does not comply to these guidelines, as well as the production specifications indicated for the assignment, will receive a grade of 0.

All major projects (except the final) can be resubmitted with corrections and revisions one week after it is returned to you. Work will be critiqued in the classroom and must be suitable for presentation. Students are encouraged to work ahead on assignments to develop their creative processes for the work.

**ASSIGNMENTS:****Creative Activities:**

- 1: Problem solving
- 2: Brand research
- 3: Audience research
- 4: Copy writing
- 5: Campaign review
- 6: Print ad critique
- 7: Digital ad critique
- 8: Audio ad critique
- 9: Video ad critique
- 10: Outdoor ad critique
- 11: Experiential ad critique
- 12: Social media ad critique

**Creative Projects:**

- 1: Creative brief
- 2: Brands, taglines & logos
- 3: 10 copy blocks
- 4: 5 Magazine ads & 2 Newspaper ads
- 5: Direct mailer & Brochure
- 6: Web and mobile ads
- 7: 3 audio scripts
- 8: 3 audio ads
- 9: 3 video story boards
- 10: 1 video ad
- 11: 2 Billboards, 2 Transit.
- 12: IC Plan.
- 13: Social Media Campaign.

**Final Project:**

- 3 magazine ads
- 1 newspaper ad or insert
- 30 days of social media posts for Facebook and Twitter
- 10 Web ads
- 3 radio ads
- 1 video ad
- 2 outdoor ads
- IC plan

## SCHEDULE

*Note: Schedule and syllabus are subject to change based on the needs of this class*

### **WEEK 1, Aug. 27-31, The creative industry. Branding.**

Purpose of advertising. Developing creativity. Creativity for selling messages. What is a brand?

*Readings: Chapter 1-2*

*Homework: Quiz 1, CA 1.*

### **WEEK 2, Sept. 3-7, Creative Strategy.**

Connecting messages to audiences.

*Readings: Chapter 2*

*Homework: Quiz 2, CA 2.*

### **WEEK 3, Sept. 10-14, Audiences.**

Diversity. Inclusivity. Global brands.

*Readings: Chapter 4-5*

*Homework: Quiz 3, CA 3, CP 1.*

### **WEEK 4, Sept. 17-21, Copy writing foundations.**

Headlines. Bridges. Copy blocks. Calls to action. Closings. Tagline connectivity.

*Readings: Chapter 8*

*Homework: Quiz 4, CA 4, CP 2.*

### **WEEK 5, Sept. 24-28, Design and campaign foundations.**

Layout for print and web. Campaign development. Advertising across media.

*Readings: Chapter 6-7*

*Homework: Quiz 5, CA 5, CP 3.*

### **WEEK 6, Oct. 1-5, Print media.**

Newspapers. Magazine. Direct Mail. Catalog. Brochures.

*Readings: Chapter 9, 14-15*

*Homework: Quiz 6, CA 6, CP 4.*

### **WEEK 7, Oct. 8-12, Digital Media.**

Websites. Mobile. App.

*Readings: Chapter 11-12*

*Homework: Quiz 7, CA 7, CP 5.*

### **WEEK 8, Oct. 15-19, Fall Break, Work time**

Work day for projects.

*Homework: CP 6.*

### **WEEK 9, Oct. 22-26, Audio**

Radio. Electronic audio.

*Readings: Chapter 10.*

*Homework: Quiz 8, CA 8, CP 7.*

**WEEK 10, Oct. 29-Nov. 2, Video**

Television. Electronic video.

*Readings: Chapter 10.*

*Homework: Quiz 9, CA 9, CP 8, CP 9.*

**WEEK 11, Nov. 5-9, Outdoor**

Billboards. Transit.

*Readings: Online.*

*Homework: Quiz 10, CA 10, CP 10.*

**WEEK 12, Nov. 12-16, Experiential**

Direct marketing. Events. Integrated communication.

*Readings: Online.*

*Homework: Quiz 11, CA 11, CP 11.*

**WEEK 13, Nov. 19-23, Social media**

Design for social media.

*Readings: Chapter 12-13.*

*Homework: Quiz 12, CA 12, CP 12.*

**WEEK 14, Nov. 26-30, Law and Ethics**

*Readings: Chapter 3.*

*Homework: Quiz 13, CP 13.*

**WEEK 15, Dec. 3-5, Work week.**

Final project preparation.

*Homework: Final project draft.*

**FINAL EXAM: Final project presentation.**

**Friday, December 7, 10 a.m.-12:30 p.m.**

**FIVE PILLARS FOR ADVR3324**

- *Professionalism:* Students learn the standards and routines of creative professionals in the advertising and persuasive communication industry by discussing and preparing creative briefs, using the commercial media outlets, and learning industry vocabulary.
- *Writing:* Students develop writing skills related to headlines, cutlines, copy, display copy, graphics, radio scripts, and television scripts as needed for advertising and brand communication. In addition, students write creative briefs and artist statements for creative work.
- *Multimedia:* Students prepare creative media projects for print, web, and digital applications.
- *Critical Thinking:* Students must demonstrate an understanding of the audience that will consume creative work, and will explain this connection in artist statements.
- *Media Literacy:* Students grow in media literacy by using the vocabulary and tools of media production. Students learn how media is researched, planned, and created through multiple creative projects.

## **ASSESSMENT**

### **PROFESSIONAL VALUES AND COMPETENCIES FOR ADVR3324:**

- Understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances.
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications 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 communications professions in which they work.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- Critically evaluate their 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 they work, and to understand the digital world.

### **HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET:**

#### **Cognitive objectives to be mastered (ability to explain, analyze, understand, think critically):**

- Students will think critically about the needs of a diverse audience.
- Students will understand strategic brand messaging skills.
- Students will be able to explain creative strategy.
- Students will understand the culture of the creative group and its role in the advertising agency.

#### **Performance standards to be met (demonstrable skills, abilities, techniques, applied competencies):**

- Students will create advertising copy, layouts, and presentations for print, broadcast, digital, and display media.
- Students will analyze existing creative work for its merits and strategy.
- Students will write creative briefs for multiple clients.
- Students will use the Adobe Creative Cloud to execute creative concepts.

**HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET IN ADVR3324:***Awareness:*

- Becoming aware of the relationship between the creative staff and the rest of the agency.
- Through a combination of lectures and creative assignments, the course will cover the many facets of advertising copy writing, creative strategy, and creative execution.

*Understanding:*

- Understand the strategy needed to produce creative advertising.

*Application:*

- Produce advertisements for multiple media platforms using industry-standard software; understanding different approaches to design based upon the audience and message of a particular media.

**DEPARTMENT POLICIES****PORTFOLIO REQUIREMENT:**

All students in the Department of Journalism and Strategic Media are required to develop and maintain an active portfolio of their work. Undergraduate students are to begin the portfolio in JRSM 3900 and contribute to it from every course thereafter. The portfolio should contain samples of the student's work from his/her courses and/or professional experience and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in the capstone course for their majors.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. The department requires students to use WordPress to build their portfolio sites. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but must keep the portfolio active for six months following graduation from the University of Memphis.

Students should have a professional email address they plan to use throughout their professional life, via a common email service, such as Gmail or Yahoo.

All portfolios must contain the following items:

- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact
- Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio files, and Storify pieces as examples of professional work. The professional work should ultimately be tailored to the career the student seeks after graduation. Thus, each student's portfolio should show a unique blend of work.



**EMAIL:**

You must have your UM email account activated. If you are using another provider such as Google, you are required to have your UM email forwarded to that account. Go to the <http://iam.memphis.edu> website to implement forwarding of UM email. You are required to check your email daily. You are responsible for complying with any email sent to you by your professor or the University.

**MOBILE PHONES AND LAPTOPS:**

Some classes require a tablet, laptop or a smartphone. Others do not. Your instructor will set the policy for her/her specific class.

**ATTENDANCE:**

Class attendance is mandatory in the Department of Journalism and Strategic Media. You may be assigned a failing grade for the semester for nonattendance, or habitual late arrival. No late work will be accepted without prior arrangements, which are acceptable to your professor. Students may not be permitted to make up any missing work unless it is for an absence because of illness or other catastrophic emergency such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). This is a professional program for journalists who are expected to understand and comply with deadlines. If you have some problem making it to class on time make arrangements to fix the problem or consider taking another class. You should consider this class your "job" in the educational process and be on time just as you would elsewhere.

**CHEATING:**

In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism and Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses, or a student receiving any assistance from others for work assigned to be done on his/her own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. That may include grade reductions or seeking dismissal of the student from the university.

Further, as this is a journalism/mass communication class, students are expected to comply with copyright law, and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

"Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work, or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com's restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all." (Office of Legal Counsel, October 17, 2005)

**ONLINE SETEs:**

You are urged to complete the SETEs evaluation of this course. Once your instructor has posted your grade, you can immediately see that grade, provided you completed a

teacher evaluation for that class. How to access your evaluation forms: Log in using your UUID and email password; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. It will only take a few minutes of your time. We take the evaluations very seriously and use them to improve courses and instructional quality. Your feedback is essential and will be appreciated.

**DEADLINES:**

Remember there's a reason "DEAD" makes up half the word "deadline." All deadlines are firm. This is journalism and strategic media. If you get into trouble, talk to your instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

**AP STYLE AND GRAMMAR:**

All written work in this class should follow the AP Stylebook and accepted rules of grammar and punctuation. If you don't know the style for a particular phrase, look it up or ask your classmates or the instructor.

**DISABILITY:**

Any student who feels s/he may need an accommodation based on the impact of a disability should contact your instructor privately to discuss your specific needs. Please contact the Office for Disability Services at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

**DIVERSITY:**

Students are required to respect the differences of others and treat all persons with respect. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Mass communications reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

**WEATHER POLICY:**

Always check with local media and the University of Memphis website regarding inclement weather. If the university is closed or classes are canceled, this course will not meet. However, students will still be responsible for that day's work.