

Creative Strategy

ADVR 3324.001

Spring 2020

Class Meeting: TR 1– 3:15 p.m., MJ 206

Ruoxu Wang, Ph.D.

Office: 314 Meeman Journalism Building

Office hours: Monday 1-5 p.m. or by appointment

Office number: 901.678.2403

Email: rwang4@memphis.edu

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

Textbooks, Software and Required Materials

Altstiel, T., & Grow, J. (2019). Advertising creative: Strategy, copy, and design. Los Angeles, CA: Sage Publications.

Blakeman, R. (2004). The bare bones of advertising print design. Rowman & Littlefield Publishers.

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.

One Flash Drive (At least 2GB capacity)

One 9 x 12 inch graphics marker pad

One 12-inch ruler

Classroom format

The class meets twice a week. Class one is usually a lecture followed by an in-class activity. Class two is usually a design critique and work day. Each assignment will be critiqued by the whole class. A revised submission must be completed.

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.

Accessing the course website

1. Go to the University of Memphis eLearn home page: <http://elearn.memphis.edu>
2. Log in using your University of Memphis username and password.
3. In the Term Year course list available to you, click on the link for ADVR 3324-001 to enter your course and read the instructions on the welcoming page

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.

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

Grading

Assignment categories and points or percentage weights.

Grading Scale:

A: 90% or above
B: 80% - 89%
C: 70% - 79%
D: 60% - 69%
F: < 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.

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: Creative brief
- 5: Copywriting
- 6: Ad Critique
- 7: Thumbnail
- 8: Rough
- 9: Comp

Creative Projects

- 1: Brands, taglines & logos
- 2: Magazine ads and newspaper ads
- 3: Advertising collateral
- 4: Banner Advertising
- 5: Radio Ad
- 6: TV Ad
- 7: Outdoor Ad
- 8: IC plan
- 9: Social media posts

Final Project

- 3 magazine ads
- 1 newspaper ad
- 15 days of social media posts for Facebook and Twitter
- 5 Web ads
- 1 radio ad
- 1 video ad
- 2 outdoor ads
- IC plan

COURSE SCHEDULE

Week 1, January 21-24: 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, January 27-31: Creative Strategy

Connecting messages to audiences.

Readings: Chapter 2

Homework: Quiz 2, CA 2.

Week 3, February 3-7: Audiences

Diversity. Inclusivity. Global brands.

Readings: Chapter 4-5

Homework: Quiz 3, CA 3, CP 1.

Week 4, February 10-14: 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, February 17-21: 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, February 24-28: Print Media

Newspapers. Magazine. Direct Mail. Catalog. Brochures.

Readings: Chapter 9, 14-15

Homework: Quiz 6, CA 6, CP 4.

Week 7, March 2-6: Digital Media, October 9 (Guest Speaker)

Websites. Mobile. App.

Readings: Chapter 11-12

Homework: Quiz 7, CA 7, CP 5.

Week 8, March 9-13: Spring Break and Work Time

NO CLASS

Homework: CP 6.

Week 9, March 16-20: Audio

Radio. Electronic audio.

Readings: Chapter 10.

Homework: Quiz 8, CA 8, CP 7.

Week 10, March 23-27: Video

Television. Electronic video.

Readings: Chapter 10.

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

Week 11, March 30 - April 3: Outdoor

Billboards. Transit.

Readings: Online.

Homework: Quiz 10, CA 10, CP 10.

Week 12, April 6-10: Experiential

Direct marketing. Events. Integrated communication.

Readings: Online.

Homework: Quiz 11, CA 11, CP 11.

Week 13, April 13-17: Social Media

Design for social media.

Readings: Chapter 12-13.

Homework: Quiz 12, CA 12, CP 12.

Week 14, April 20-24: Law and Ethics

Readings: Chapter 3.

Homework: Quiz 13, CP 13.

Week 15, April 27-29: Work Week

Final project preparation.

Homework: Final project draft.

Final Exam, Thursday, May 7, 10:30a - 12:30pm Final Project Presentation

ASSESSMENT AND OUTCOMES

Five Pillars in ADVR 3324

- *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.
- *Multimedia:* Students prepare creative media projects for print, web, and digital applications.
- *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.

Professional Values and Competencies in ADVR 3324

- 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

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.

JOURNALISM AND STRATEGIC MEDIA 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 graduate students are to begin in JRSM 7002. Students are to contribute to it in every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experiences and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in their capstone courses.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. Students may use any content management system, but students are encouraged to use WordPress, Wix or Squarespace. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but they 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 lives, via a common email service, such as Gmail.

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 writing 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

Students must have their UofM email accounts activated. Students using another provider, such as Google, are required to have all UofM email forwarded to that account. Students should go to the <http://iam.memphis.edu> website to implement forwarding of UofM email. Students are required to check their email daily. They are responsible for complying with any email sent to by professors or others in the University.

Electronic devices

Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

Attendance

Class attendance is mandatory in Journalism and Strategic Media. Students may be assigned a failing grade for the semester for nonattendance or habitual late arrival. No late work will be accepted without prior arrangements with the class 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). Journalism and Strategic Media is a professional program, and students are expected to understand and comply with deadlines. Students who have some problem making it to class on time should make arrangements to correct the problem or consider taking another class. Students should consider this class as a "job" in the educational process and be on time just as they would elsewhere.

Course repetition

Majors and minors who fail to earn the minimum passing grade ("C-") in a class required by their program of study in Journalism and Strategic Media more than three times will be dropped from the program.

Students may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. If students wish to substantially rework the original submission, or to work with the same general idea, that may be permissible upon discussion with and written approval from the professor of the current course. All written work will be checked for policy adherence via TurnItIn.com. All creative work will be checked for policy adherence by the professor, and judged against previous submissions. The only exception to this policy is the student's online portfolio and its attendant pieces (for example, the résumé and logo).

Academic integrity

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 students receiving any assistance from others for work assigned to be done on their own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking dismissal of the student from the University.

Further, as this is a journalism and strategic media 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 rating

originality of your ideas. Also to evaluate proper use and assignment of sources. As part of this process, you may require to submit electronic as well as hard copies of your work. Other instructions to follow may also be given. By taking this course, you agree that all assignments may undergo this review process. The assignment may be included as a source document in Turnitin.com's restricted access database. It is solely for the purpose of detecting plagiarism in such documents. Assignments not submitted according to the instructor's procedures may be penalized or may not be accepted at all. (*Office of Legal Counsel, October 11, 2018*)

Online SETEs

Students are urged to complete the SETEs evaluation of this course. Once the instructor has posted grades, student can immediately see that grade, provided they have completed a the SETE for that class. To access evaluation forms, students should log in to MyMemphis using their UUIDs and email passwords; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty take the evaluations very seriously and use them to improve courses and instructional quality. Student feedback is essential and is appreciated.

Deadlines

All deadlines are firm. This is journalism and strategic media. Students needing an extension on an assignment must receive approval from the 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 must follow the AP Stylebook and accepted rules of grammar and punctuation. Students are responsible for learning these rules and checking their work for errors.

Disability and accommodations

Students who need an accommodation based on the impact of a disability should contact the Office for Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

Diversity and inclusivity

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. Media 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.

Student support

Student who are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, should visit the Office of Student Accountability, Outreach & Support page to learn about resources that can

help: <https://www.memphis.edu/saos/sos/crisis-resources.php>. Any student who faces personal challenges including, but not limited to securing their food or housing and believes this may affect their performance in the course is urged to contact the Office of Student Accountability, Outreach & Support (901-678-2187) located in the University Center, Suite 359 for assistance. Students may also talk with course instructors about the challenges they are experiencing. Instructors may be able to assist in connecting with campus or community support.