

Creative Strategy

JOUR 3324-001

Fall 2015

Meeman 202

9:40-11:55 a.m., TR

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COURSE REQUIREMENTS**CATALOG/COURSE 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:

JOUR 2121, 3900

TEXTBOOK:

Drewniany, B.L. & Jewler, A.J. (2013). *Creative Strategy in Advertising*. Wadsworth: New York.

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)

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:

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.

Grade Distribution:

Creative activities	10%
Creative projects	50%
Exams	20%
Final project	10%
Portfolio	10%

Final exam time:

10:30 a.m.-12:30 p.m., Tuesday, December 8

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 work must be printed and turned in the day of class.

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.

SCHEDULE

Class	Topic	Readings
Week 1		
Aug. 25	Introduction. Purpose of advertising. Developing creativity.	
Aug. 27	Creativity for selling messages.	D&J 1
Week 2		
Sept. 1	Branding.	D&J 2
Sept. 3	Logos and identity.	
Week 3		
Sept. 8	Research.	D&J 3
Sept. 10	Research.	
Week 4		
Sept. 15	Inclusion. Diversity.	D&J 4
Sept. 17	Appeals techniques.	

Week 5		
Sept. 22	Strategy. Creative briefs.	D&J 5
Sept. 24	Connecting research to strategy.	
Week 6		
Sept. 29	Idea development	D&J 6
Oct. 1	Available communications tools.	
Week 7		
Oct. 6	Copy writing.	D&J 7
Oct. 8	Copy writing.	
Week 8		
Oct. 13	Fall Break. (No class.)	
Oct. 15	Midterm.	
Week 9		
Oct. 20	Layouts.	D&J 8
Oct. 22	Outdoor and transit.	
Week 10		
Oct. 27	Radio	D&J 9
Oct. 29	Radio.	
Week 11		
Nov. 3	Television.	D&J 10
Nov. 5	Television.	
Week 12		
Nov. 10	Direct marketing. Mail.	D&J 11
Nov. 12	Internet.	
Week 13		
Nov. 17	Social media.	D&J 12
Nov. 19	Social media.	
Week 14		
Nov. 24	Integrated marketing.	D&J 13

Nov. 26	Thanksgiving. (No class).	
Week 15		
Dec. 1	Law and ethics for advertising.	D&J 14
Dec. 8	Final exam	

NOTE: Schedule and syllabus are subject to change based on the needs of this class.

FIVE PILLARS FOR JOUR33324

- **Professionalism:** In JOUR 3324, 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:** JOUR 3324 addresses specific writing skills related to headlines, outlines, copy, display copy, graphics, radio scripts, and television scripts as needed for advertising communication. In addition, students write creative briefs and artist statements for creative work.
- **Multimedia:** Students in 3324 prepare designed media for print, web, and digital applications.
- **Critical Thinking:** Students in 3324 must demonstrate an understanding of the audience that will consume creative work, and will explain this connection in artist statements.
- **Media Literacy:** JOUR 3324 addresses media literacy by exposing students to the vocabulary and tools of media production. Students learn how media is researched, planned, and created visually through multiple creative projects.

ASSESSMENT

PROFESSIONAL VALUES AND COMPETENCIES FOR 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.

HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET:

Cognitive Objectives To Be Mastered (Ability To Explain, Analyze, Understand, Think Critically):

- Students will develop skills in writing and creative branded advertising messages for a diverse audience.
- Students will develop strategic and critical thinking skills related to brand messaging.
- Students will work independently and collaboratively to execute creative concepts.
- Students will critique their own work and the work of their peers.
- 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 FOR JOUR 3324:

Through a combination of lectures and creative assignments, the course will cover the many facets of advertising copy writing, creative strategy, and creative execution.

- **Awareness:** Becoming aware of strategies used by advertising professionals for creative concepts.
- **Understanding:** Understanding the principles of copywriting and design across multiple media platforms.
- **Application:** Producing 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 Department of Journalism undergraduate students are required to develop and maintain an active portfolio of their work. Students are to begin the portfolio in JOUR 2121 and contribute to it during every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experience and should develop as the student builds skills. Portfolios will undergo a final review while students are enrolled in the capstone course for their concentrations.

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 <http://iam.memphis.edu> 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 to be used during class or to complete class assignments. Others do not allow them. Your instructor will set the policy for her/her specific class.

ATTENDANCE:

Class attendance is mandatory in the Department of Journalism. You may be assigned a failing grade for the semester for nonattendance, or habitual late arrival. Students are permitted three total unexcused absences without penalty. After three absences, the student's final grade will be deducted one letter grade for each absence. After seven unexcused absences, the student will fail the course. Absences for illness and other catastrophic emergencies, such as a death in the family, must be documented (e.g. doctor's note or obituary) to be excused from the total absence count. Students with excessive unexcused absences are encouraged to withdraw from the course prior to the drop deadline.

DEADLINES:

All deadlines are firm. This is journalism and mass communications. Assignments turned in late will NOT be graded. Late work is not accepted unless prior arrangements have been made with the instructor. Students are NOT permitted to make up assignments, quizzes, tests, etc. that occurred during an unexcused absence. Students who will miss class and/or a deadline because of an excused absence are expected to notify the instructor immediately upon knowing the absence will occur; exceptions will be made for reasonable circumstances. Students who are absent during the final exam are not permitted to make up the exam and will earn a grade of 0, which might result in failure of the course.

ACADEMIC INTEGRITY:

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

“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)

Intellectual property and copyright guidelines

1. Ideas cannot be copyrighted, but the way they are described can.
2. Anything set down in a tangible form, i.e., written, is by law copyrighted.
3. If, in a paraphrase, your work is “substantially similar” to a copyrighted work, you are guilty of copyright infringement.
4. A citation indicates where you got material. However, that portion you do not show as a direct quote must be “substantially original” to you. In other words, you can’t just paste in something from another’s work, put a citation at the bottom and call it your own. You need a full rewrite in your own words and syntax so the unquoted material is “substantially original” to you.

Plagiarism: From UM Student Handbook: The term “plagiarism” includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full or clear acknowledgement. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.

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.

DISABILITY:

Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office for Disability Services at 901-678-2880 in 110 Wilder Tower 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:

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.

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.