

INTRODUCTION TO ADVERTISING creativity

ADV 325
SPRING 2017

We do not want things to stay the same.

We like new. We push to come up with new inventions. New products. New ideas. New music. New art. When something has been done before we call it out. When a friend posts a link from last week we make fun of them. New is good. Unique is good. How do we get to new and unique? We get creative. And good advertising is nothing if not creative.

We'll address creative advertising in this class, but more importantly we'll seek to understand creativity in general and how it doesn't like to be pigeonholed. This isn't a read-and-regurgitate class. You're going to be involved in an ongoing conversation. You're going to DO as well as study. Want to know something? Ask. We'll figure it out together. You'll get a lot out of this class if you put yourself into it.

For those of you thinking about becoming advertising creatives, this is step one...and it's a doozy.

::cue epic music::

"Yesterday's weirdness is tomorrow's reason why."

- HUNTER S. THOMPSON

Who are these people?

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Person 2: Sophie Kollaja
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Office: ADV Bullpen / CMA 6.154
Hours: TBD

Required Text (go get it):

Hey Whipple, Squeeze This - by Luke Sullivan (yes, the most current edition)

**Additional readings may be posted to Canvas prior to discussion of that material.*

Recommended Texts (37 pieces of flair):

Csikszentmihalyi – *Flow: The Psychology of Optimal Experience*
Griffin & Morrison – *The Creative Process Illustrated*
Tharp, Twyla – *The Creative Habit*
Gladwell, Malcolm – *The Tipping Point*

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HOW
creativity-online.com
The One Show
TheFWA.com
AdsoftheWorld.com
adland.tv
heywhipple.com

Because, legal

This course covers unique numbers: 06250, 06255, 06260, 06265, and 06270.

Course Overview (learning life skills):

So you have no desire to go into advertising? It doesn't matter. All the theories and techniques you will learn are applicable to anything and everything that you do. Unlike math.

Campus Resources (helpful people and places):

- College of Communication Instructional Media Center:
<http://communication.utexas.edu/technology/imc/>
- Fresh-ups: UT College of Communication Software Workshops:
<http://www.facebook.com/pages/The-Fresh-Ups-UT-College-of-Communication-Software-Workshops/147245465319771>
- UT Counseling and Mental Health Center, 24-Hour Telephone Counseling: 512-471-2255
- Behavioral concerns advice line: 512-232-5050
- Undergraduate Writing Center, FAC 211, 471-6222: www.uwc.utexas.edu

things to do.

Think smart. Think weird. Invent. Explore. Share. You'll attend two lectures a week and submit lab assignments online. Online video-viewing and readings will be on Canvas. Expect to be graded on thought-provoking (and fun...no, really) individual and group projects, an idea journal, and in-class exercises. In addition, be prepared to live the creative life you're studying...starting now.

things to don't.

Don't cheat. You'll be caught or worse you won't.

one second late is a week late.

Don't turn in late assignments. NO EXCEPTIONS. No really. Late = an automatic "0". Make arrangements with your teaching assistant to turn in assignments EARLY if you know you won't make it to class. Emergency issues should be handled thru Student Emergency Services who will, in turn, contact me.

there is no makeup test, only Zuul.

Unless you have accommodations from the University and have worked out said accommodations with me ahead of time, there is no extra credit work, makeup tests or other special considerations in general.

have an opinion. just make sure you're right.

You have three days (72 hours) from the date a grade is announced/returned to contest it. No grade changes will be made at any point after this period. Not 3 business days. No time off for holidays. This is one place where creativity doesn't work. Keep in mind, that I reserve the right to adjust your grade EITHER WAY if you contest it. You're asking me to take another look. Sometimes I don't like what I see the second time. Choose your battles wisely.

i'll say it. you'll do it anyway. you'll regret it in the end.

Don't be late. Don't leave early. Mind your texting and interneting in class. Don't let it distract you too much.

final course grade determination ADV 325

Homework Assignments	10%
Mind Map	15%
Group Project 1	15%
Group Project 2	15%
Idea Journal	15%
Exam 1	15%
Exam 2	15%

the gifts of grading

I curve and I round up final grades. I've even dropped "-" grades to help boost your GPA. Why? Because I'm a nice guy. That's all the help you get. There are no extra points given because you're "SO CLOSE" to an A, or to passing, or to the Dean. So, don't ask. It's truly a despicable thing to do.

final letter grades are calculated as follows:

A	89.5 to 100
B+	86.5 to 89.5
B	79.5 to 86.4
C+	76.5 to 79.4
C	69.5 to 76.4
D+	66.5 to 69.4
D	59.5 to 66.4
F	0 to 59.4

projects and labs

Project guideline sheets will be posted to Canvas prior to the discussion of each project. Labs (homework) will also be posted per the syllabus and take the place of your section's "lab" meeting time.

ut policies

The University of Texas at Austin provides upon request appropriate academic accommodations for qualified students with disabilities. For more information, contact the Office of the Dean of Students at 471-6259, 471-6441 TTY.

texas creative

the Department of Advertising at The University of Texas at Austin is home to a world-class program for aspiring copywriters and art directors. Texas Creative graduates can be found working across the nation and around the globe. The program is a competitive, rigorous, fun, challenging, portfolio-building sequence of classes that will make you think in ways you might never have thought to produce smart, funny, engaging, relevant, jaw-dropping advertising. Near the end of the semester, you'll be given information on how to apply. Please note that your idea journal entries are taken into consideration as part of the application process.

Course Schedule Spring 2017

*subject to change as new awesomeness comes to light

week	day	topic
1	T, 1/17 R, 1/19	Introduction Defining Creativity
2	T, 1/24 R, 1/26 F, 1/27	The Creative Process The Creative Process HOMEWORK ASSIGNMENT appears on Canvas at 8am
3	T, 1/31 R, 2/2	The Creative Process Guest Speaker
4	T, 2/7 R, 2/9	The Agency Process Creative Problem Solving MIND MAPS DUE
5	T, 2/14 R, 2/16	Movie Time Copywriting
6	T, 2/21 R, 2/23 F, 2/24	Guest Speaker Art Direction & Branding HOMEWORK ASSIGNMENT appears on Canvas at 8am
7	T, 2/28 R, 3/2	Ingredients and Evaluation Ingredients and Evaluation GROUP PROJECT 1 DUE
8	T, 3/7 R, 3/9	Exam Review EXAM 1
9	T, 3/14 – 3/16 SPRING BREAK	
10	T, 3/21 R, 3/23 F, 3/24	Guest Speaker Approaches and Opportunities HOMEWORK ASSIGNMENT appears on Canvas at 8am
11	T, 3/28 R, 3/30	Approaches and Opportunities Approaches and Opportunities
12	T, 4/4 R, 4/6	Originality Creative Presentations
13	T, 4/11 R, 4/13	Guest Speaker Ethics
14	T, 4/18 R, 4/20 F, 4/21	GROUP PROJECT 2 DUE Creative Careers HOMEWORK ASSIGNMENT appears on Canvas at 8am
15	T, 4/25 R, 4/27	Creative Panel Discussion Exam Review & IDEA JOURNAL DUE
16	T, 5/2 R, 5/4	EXAM 2 Creative Application Launch and Course Wrap Up