

**P/1**

**ADV 343/483, FALL 2018**

**T/TH 12:30-1:45PM**

**CHAD REA**

**4.310 BMC, T/TH 9-12 & BY APPT**

**VICTORIA LONG, TA**

# PREAMBLE

Hey. You're new here. Welcome.

This is an exciting time. You are now officially a part of the famous Texas Creative sequence. It took a lot of work to get here. And it will take an exponential amount of work to stay here, and advance in the sequence.

And advancement is not guaranteed.

But more about that later. What's important right now is that you're ready to become fiercely original conceptors, big-idea thinkers, and deceptively simple communicators.

Are there class goals? Sure, during this class, you'll:

- Develop your strategic thinking and insight-building skills
- Become accustomed to the iterative process of idea creation
- Work with teammates to develop integrated, multimedia campaigns
- Present your ideas to your classmates, instructors, and visiting professionals
- Strive to produce exceptional creative work in a deadline-based environment
- Learn how to deliver, and accept, constructive criticism and feedback in class-based and otherwise public forum
- Further your knowledge and skills of graphic design software
- Learn how to work with different personalities

Students who do well in this class consistently:

- Refuse to give up
- Always show up
- Take feedback and roll with it
- Are students of the industry, pop culture, and the world
- Deliver constructive feedback well and support and mentor others
- Stay positive, professional, and energized
- Exhibit confidence and share ideas bravely

Portfolio 1 is equal parts discovering your personal process and breaking the traditional conventions of advertising. Strategic originality is what we strive for. As an old friend and agency pro likes to say, "There are no right answers, only better ones." Let's find them.

# HOW

We'll meet twice a week, 90 minutes at a time.

Our time together is very important. This is the forum in which we'll share ideas, and look at and critique work. So come to class, and don't be late. **If you have more than two unexcused absences, you will not advance in the Texas Creative sequence. This includes not showing up to scheduled appointments during office hours. This is non-negotiable.** And if you don't participate in class, or don't show up at all, please don't use office hours as a substitute. You need everybody's opinions. Everybody learns from your vision, from what you bring to class.

For your first campaign, you'll be working solo, discovering what you do well, and where you need to bolster your skills. For your remaining campaigns, you'll be working in teams of two. For each campaign that we work on during the semester, you'll select the product (with my advice and approval), and you'll be split into two presentation groups (TUE/A and TH/B) so that we can be as efficient as possible in sharing feedback during our two weekly meetings. In those meetings, you'll either be posting your roughs for all to see and discuss, or offering feedback to others.

In many ways, this class is meant to mirror the creative review process that you'll find at essentially every agency and creative shop out there. We'll be discussing your work in front of the entire class. Critiques take some getting used to. All feedback is intended to help you think, to help your ideas grow, and to push you forward. Nothing is meant to hurt your feelings. But you'll need to get accustomed to hearing honest and direct opinions about your ideas, and sharing your opinions about the work of others. And the ability to separate yourself from your work during critiques is an essential skill for advancing in the sequence, and in the industry in general. It's a tough business, and most ideas die (we'll talk about this all the time), but the process of creating, and finishing, a great idea is an exhilarating experience.

The ideas that do survive the rounds of roughs in class get to head into the world of pixels, where you'll be executing those ideas to be the best they can be.

To be clear, not everyone who enrolls Portfolio 1 and participates in critique will advance to Portfolio 2. You need to create consistently exceptional creative work, and exhibit highly professional work habits, in order to be considered for advancement in the sequence. In short, good isn't good enough. Many people decide that this isn't for them at different points in the semester, and that's OK. If you find yourself in this position, let's talk about it and find another path for you. Please note that Portfolio 1 cannot be retaken. You get one shot at it.

Let's do great work. Push yourself. And we'll push you, too. Always aim to do better work than your last round. Support your classmates. You're in it together. And you'll lean on each other far beyond class as alumni working in the professional world.

I'm excited to help you start your journey. Let's get going.

# MUSTS

More specific instructions as each is discussed in class.

## **1 FIFTEEN PIECES MINIMUM**

You'll be developing three integrated campaigns, including 3 print ads and 2 non-print ads per campaign, for a total of fifteen pieces. You'll be working solo, collaborating with partners, and working with your classmates to share feedback and make each other better. You need to have at least fifteen completed pieces in order to attend critique and be eligible for advancement in the Texas Creative sequence.

## **2 FINAL CRITIQUE**

You know, critique. That French word that serves as our yardstick and our goal. Let's get there. To do that, you'll need at least fifteen pieces. Fifteen amazing pieces. Less than that and you're out. Miss more than two classes and you cannot participate. Students who do not participate in critique by showing the required work will not advance in Texas Creative. **I MUST SEE AND APPROVE ALL WORK BEFORE CRITIQUE.** WORK SHOWN AT CRITIQUE WITHOUT MY APPROVAL MAY BE REMOVED. IF WORK IS REMOVED AND YOU DO NOT THEREFORE MEET THE MINIMUM REQUIREMENTS, YOU MAY NOT CONTINUE TO PARTICIPATE IN CRITIQUE.

## **3 PINTREST BOARDS**

Your digital scrapbook for creative inspiration, including the industry's best and worst examples advertising, typography, photography, writing samples, packaging, and more. This is to be done throughout the semester. An assignment sheet will be distributed early in the semester outlining specifics of this project.

## **4 LYND.COM TUTORIALS**

You will be participating in online tutorials to build your design software knowledge and skills. An assignment sheet will be distributed early in the semester outlining specifics of this project.

## **5 PARTICIPATION**

You are required to present your work in each class depending on your group (A or B). You must participate by critiquing the work of your classmates during our class discussion, as well as with comments online. We are all in this together. Give your peers the level of feedback you expect to receive, if not more.

# GRADES

Final Portfolio	60%
Final Critique	10%
Pintrest	10%
Lynda	10%
Participation	10%

Attendance and participation are musts. **Two unexcused absences will result in non-advancement in the Texas Creative sequence.** If you don't attend and show the required and approved work at critique, you can't earn a grade higher than a D, unless you're pursuing an alternative project that we've discussed and I have approved. Students pursuing an alternative project may not advance in the Texas Creative sequence. Grades of C+ and lower mark the end of your participation in the Texas Creative sequence.

Final letter grades are calculated as follows:

**A** 93.5 to 100 **A-** 89.5 to 93.4 **B+** 86.5 to 89.5 **B** 83.5 to 86.4 **B-** 79.5 to 83.4 **C+** 76.5 to 79.4  
**C** 73.5 to 76.4 **C-** 69.5 to 73.4 **D+** 66.5 to 69.4 **D** 63.5 to 66.4 **D-** 59.5 to 63.4 **F** 0 to 59.4

# SUPPLIES

Below are the texts, subscriptions, and supplies that you will need throughout the semester:

## TEXTS

**THE ADVERTISING CONCEPT BOOK: THINK NOW, DESIGN LATER (2016)** by Pete Barry

## (FREE) SUBSCRIPTIONS

**LYNDA.COM ACCOUNT**

## SUPPLIES

**REAM (OR MORE) OF WHITE COPY PAPER (NOW)**  
**BLACK SHARPIES (NOW)**  
**XACTO KNIFE (CRITIQUE PREP)**  
**METAL RULER OR T-SQUARE (CRITIQUE PREP)**  
**SPRAY MOUNT (CRITIQUE PREP)**  
**BLACK FOAM CORE (CRITIQUE PREP)**  
**BLACK SHEET OR TABLECLOTH (CRITIQUE TABLE)**

## **COURSE RESOURCES + INSPIRATION (NOT REQUIRED)**

T. Iezzi *The Idea Writers: Copywriting in the New Media and Marketing Era*  
Paul Arden *It's Not How Good You Are, It's How Good You Want To Be*  
Pie Books *Advertising Graphics With Impact*  
KesselsKramer *Advertising for People Who Don't Like Advertising*  
Anthony Burrill *I Like It What Is It*  
KesselsKramer *2 Kilo*  
Crispin Porter *Bogusky Hoopla*  
Tim Himpe *Advertising Is Dead, Long Live Advertising*  
Margo Berman *The Copywriter's Toolkit: The Complete Guide to Strategic Advertising Copy*  
Timothy Samara *Making and Breaking the Grid: A Graphic Design Layout Workshop*  
Debbie Millman *How to Think Like a Great Graphic Designer*  
Debbie Millman *Brand Thinking and Other Noble Pursuits*  
Debbie Millman *Brand Bible: The Complete Guide to Building, Designing, and Sustaining Brands*  
Richard Laermer, Mark Simmons *Punk Marketing: Get Off Your Ass and Join the Revolution*  
Anything on Jenny Holtzer, Barbara Kruger, Yoko Ono, or Miranda July.

## **SUBSCRIBE/ FOLLOW/BOOKMARK**

ADWEEK  
ADVERTISING AGE  
CREATIVITY-ONLINE.COM  
COMMUNICATION ARTS  
LURZER'S ARCHIVE  
GRAPHIS  
HOW  
THE ONE SHOW  
D&AD  
THEFWA.COM  
ADSOFTHWORLD.COM  
ADLAND.TV  
HEYWHIPPLE.COM

## **LIVE LIFE**

Be a sponge. Get out there, observe, study, deconstruct, document, and then produce. And repeat.

# INFO

## **Student Responsibilities:**

1. Students are responsible for all material covered in class and all assigned readings and viewings.
2. Students must complete readings and assignments by the times specified.
3. Check Canvas frequently, and make sure your e-mail address is current with the University so that you can receive emails sent through Canvas. It is the student's responsibility to maintain this email address and ensure that it is correct and able to receive messages. Check your junk mail too.
4. Any questions about grades must be submitted in writing within 5 days of when the grade is posted to Canvas.
5. This course upholds the values of the University Policy of Scholastic Dishonesty. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. For more information, [http://deanofstudents.utexas.edu/sjs/scholdis\\_whatish.php](http://deanofstudents.utexas.edu/sjs/scholdis_whatish.php).
6. Technology can be a pain. So plan ahead. Do not wait until the last minute, or even hour. Work posted or handed in late is late, regardless of technology errors, computer crashes, corrupt files, or lack of internet access. I honor the Canvas or email timestamps, depending on the specified submission format. Forgetting to attach files, or email bounce-backs, are not excuses.

## **Writing**

This course carries the Writing Flag. Writing Flag courses are designed to give students experience with writing in an academic discipline. In this class, you can expect to write regularly during the semester, complete substantial writing projects, and receive feedback from your instructor to help you improve your writing. You will also have the opportunity to revise one or more assignments, and you may be asked to read and discuss your peers' work. You should therefore expect a substantial portion of your grade to come from your written work. Writing Flag classes meet the Core Communications objectives of Critical Thinking, Communication, Teamwork, and Personal Responsibility, established by the Texas Higher Education Coordinating Board.

## **University of Texas Honor Code**

The core values of The University of Texas at Austin are learning, discovery, freedom, leadership, individual opportunity, and responsibility. Each member of the university is expected to uphold these values through integrity, honesty, trust, fairness, and respect toward peers and community. <http://catalog.utexas.edu/general-information/the-university/#universitycodeofconduct>

## **Documented Disability Statement**

The University of Texas at Austin provides upon request appropriate academic accommodations for qualified students with disabilities. For more information, contact Services for Students with Disabilities at 471-6259 (voice) or 232-2937 (video phone).

## **Scholastic Dishonesty Statement**

The Department of Advertising has no tolerance for acts of scholastic dishonesty. The responsibilities of both students and faculty with regard to scholastic dishonesty are described in detail in the Policy Statement on Scholastic Dishonesty for the College of Communication. By enrolling in this class, you have agreed to observe all of the student responsibilities described in that document. If the application of that Policy Statement to this class and its assignments is unclear in any way, it is your responsibility to ask me for clarification. Policy on Scholastic

Dishonesty: Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since dishonesty harms the individual, all students, and the integrity of the University, policies on scholastic dishonesty will be strictly enforced.

#### **Campus Policy on Holy Days:**

By UT Austin policy, you must notify me of your pending absence at least fourteen days prior to the date of observance of a religious holy day. If you must miss a class, an examination, a work assignment, or a project in order to observe a religious holy day, you will be given an opportunity to complete the missed work within a reasonable time after the absence.

#### **Resources for Learning & Life at UT Austin**

The University of Texas has numerous resources for students to provide assistance and support for your learning.

The UT Learning Center: <http://www.utexas.edu/student/utlc/>

Undergraduate Writing Center: <http://uwc.utexas.edu/>

Counseling & Mental Health Center: <http://cmhc.utexas.edu/>

Career Exploration Center: <http://www.utexas.edu/student/careercenter/>

Student Emergency Services: <http://deanofstudents.utexas.edu/emergency/>

Behavior Concerns Advice Line (BCAL): 512-232-5050

#### **Use of E-Mail for Official Correspondence to Students**

Email is recognized as an official mode of university correspondence; therefore, you are responsible for reading your email for university and course-related information and announcements. You are responsible to keep the university informed about changes to your email address. You should check your e-mail regularly and frequently—I recommend daily—to stay current with university-related communications, some of which may be time-critical. You can find UT Austin's policies and instructions for updating your e-mail address at <http://www.utexas.edu/its/policies/emailnotify.php>.

#### **Emergency evacuation recommendations:**

Occupants of buildings on The University of Texas at Austin campus are required to evacuate buildings when a fire alarm is activated. Alarm activation or announcement requires exiting and assembling outside. Familiarize yourself with all exit doors of each classroom and building you may occupy. Remember that the nearest exit door may not be the one you used when entering the building. In the event of an evacuation, follow the instruction of faculty or class instructors. Do not re-enter a building unless given instructions by the following: Austin Fire Department, The University of Texas at Austin Police Department, or Fire Prevention Services office.

Students requiring assistance in evacuation shall inform their instructor in writing during the first week of class.

Office of Campus Safety and Security, 512-471-5767, <http://www.utexas.edu/safety/>

Information regarding emergency evacuation routes and emergency procedures can be found at: [www.utexas.edu/emergency](http://www.utexas.edu/emergency)

#### **Policy on Campus Carry:**

In the development of the policies adopted by President Fennes to comply with the law in a way that prioritizes the safety of everyone on the campus, the concealed carry of handguns is strictly prohibited in my office.



### **Counseling and Mental Health Services**

Taking care of your general well-being is an important step in being a successful student. If stress, test anxiety, racing thoughts, feeling unmotivated or anything else is getting in your way, there are options available for support.

For **immediate** support:

- Visit/Call the Counseling and Mental Health Center (CMHC): M-F 8-5p | SSB, 5th floor | [512-471-3515](tel:512-471-3515) | [cmhc.utexas.edu](http://cmhc.utexas.edu)

- CMHC Crisis Line: 24/7 | [512.471.2255](tel:512.471.2255) | [cmhc.utexas.edu/24hourcounseling.html](http://cmhc.utexas.edu/24hourcounseling.html)

**CARE Counselor** in the Moody College of Communication is: Abby Simpson, LCSW

- M-F 8-5p | CMA 4.134 | [512-471-7642](tel:512-471-7642) (Please \*leave a message\* if she is unavailable)

**FREE Services** at CMHC:

- Brief assessments and referral services

- Mental health & wellness articles - [cmhc.utexas.edu/commonconcerns.html](http://cmhc.utexas.edu/commonconcerns.html)

- MindBody Lab - [cmhc.utexas.edu/mindbodylab.html](http://cmhc.utexas.edu/mindbodylab.html)

- Classes, workshops, & groups - [cmhc.utexas.edu/groups.html](http://cmhc.utexas.edu/groups.html)

# WHEN

Part of the process of understanding the creation of visual communication in a changing world is that you prepare yourself for uncertainty and surprises. Schedules change daily in this industry. While I will make every effort to maintain this schedule, it is subject to change, depending on class progress, unforeseen amazing opportunities, and other surprises. Being able to love and accept this notion will make you a consummate professional.

## TUESDAYS

04 SEPT 5/5/5 Due  
11 SEPT Warm Up Ads  
Camp.1 Products (3) Due  
18 SEPT Camp. 1: Copy/Sketches (A)  
100 Thumbnails Due  
25 SEPT Camp. 1: Copy/Sketches (A)  
02 OCT Camp. 1: Copy/Sketches (A)  
09 OCT Camp. 1: Copy/Sketches (A)  
16 OCT Camp. 2: Big Ideas (A)  
23 OCT Camp. 2: Big Ideas (A)  
30 OCT Camp. 2: Copy/Sketches (A)  
06 NOV Camp. 2: Copy/Sketches (A)  
13 NOV Camp. 3: Big Ideas (A)  
20 NOV Camp. 3: Big Ideas (A/B)  
27 NOV Camp. 3: Copy/Sketches (A)  
04 DEC Camp. 3: Copy/Sketches (A)  
04 DEC Camp. 3: Copy/Sketches (A)

## THURSDAYS

30 AUG Introduction  
06 SEPT Warm Up Ads Due  
13 SEPT Camp. 1 Brief Due,  
20 SEPT Camp. 1: Copy/Sketches (B)  
27 SEPT Camp. 1: Copy/Sketches (B)  
04 OCT Camp. 1: Copy/Sketches (B)  
11 OCT Camp. 1: Copy/Sketches (B)  
Camp. 2 Products (3) Due  
14 OCT Lynda Hours Complete/Due  
18 OCT Camp. 2: Big Ideas (B)  
25 OCT Camp. 2: Big Ideas (B)  
01 NOV Camp. 2: Copy/Sketches (B)  
08 NOV Camp. 2: Copy/Sketches (B)  
Camp. 3 Products (3) Due  
15 NOV Camp. 3: Big Ideas (B)  
22 NOV THANKSGIVING  
25 NOV Pinterest Boards Due  
29 NOV Camp. 3: Copy/Sketches (B)  
06 DEC Camp. 3: Copy/Sketches (B)  
06 DEC Camp. 3: Copy/Sketches (B)  
12 DEC Final Critique!  
Peer Evaluations Due



## **CHAD REA**

chadjrea@utexas.edu  
BMC 4.310

### **Teaching Experience:**

Lecturer, The University of Texas at Austin, 2014-Present  
ADV 343K Portfolio 1  
ADV 468K Portfolio 2  
ADV 475K Portfolio 4  
ADV 378 Copywriting  
ADV 376/PR 377 Integrated Campaigns  
ADV 325 Intro to Creativity

Stan Richards Faculty Fellow in Advertising Creativity 2016 - 2017

Teacher, Art Center College of Design, 2002-2006  
Integrated Brand Communications, (Great Teacher Award 2002)

### **Degrees:**

Bachelor of Arts, Advertising, May 1993  
Texas Tech University, Lubbock, Texas

### **Professional Industry Experience:**

#### **Full-Time:**

ecopop (Austin), Founder/Creative Director, 2008-Present  
Wieden+Kennedy (Portland), Creative Director, 2008-2009  
86 the onions (LA), Founder/Creative Director, 2002-2007  
KesselsKramer (Amsterdam), Senior Creative, 2000-2002  
Mother (London), Senior Creative, 1998-2000  
The Richards Group/Pyro (Dallas), Copywriter, 1994-1998

#### **Freelance:**

Mullen, Crispin Porter + Bogusky, JDK, Creature, mono, nemo, enso, attik, david & goliath, Butler Shine Stern, Strawberry Frog, TBWA/Chiat Day, Factory Labs, dw+h, Saatchi & Saatchi, MEplusYOU, mkg, Sedgwick Rd., sandymontana, Climate Reality Project (in-house), Curious Beast, The Butler Bros., DIKO, Preacher, etc.

### **Client Experience (160+ brands):**

Nike, Google, Target, Starbucks, Mountain Dew, ESPN X Games, Crackle, adidas, Diesel, Coca-Cola, Bacardi, Climate Reality Project, MTV, FUEL TV, Activision, HUMMER, Motel 6, Oakley, Samsung, Roland, Toyota, etc.

### **Professional recognition:**

**Accolades:** Effie, The One Club, D&AD, NY Art Directors, National Addys, The Creative Circle, British Television, Graphis, Communication Arts, Lurzer's International Archive, Creativity, Print, ZOO, Creative Review, Shots, Eye, Campaign Screen

**Book Features:** Advertising Today, Punk Marketing: Get Off Your Ass And Join The Revolution, I Like It. What Is It?, Advertising Graphics With Impact, Consumer Behavior: Buyer, Having, Being (7th Edition), A Hundred And One Things To Do, 200% Cotton: New T-Shirt Graphics, Touch This: Graphic Design That Feels Good, Dos Logos, Introducing: Designs For Making A First Impression, 2 Kilo Of KesselsKramer, World Business Cards Today, Letterhead & Logo Design 9, All Access: The Making Of Thirty Extraordinary Graphic Designers, Sustainable Graphic Design: Tools, Systems And Strategies For Innovative Print Design, Shovel It: Kick-Ass Advice To Turn Life's Crap Into The Peace And Happiness You Deserve