

COPY- WRITING

ADV 378, FALL 2018

T/TH 2-3:15PM

CHAD REA

**4.310 BMC, T/TH 9-12 & BY APPT
ADRIANNA SAN ROMAN, TA**

PREAMBLE

So, you can write stories. But can you write a thing's story that you know very little about to an audience that's nothing like you? Or maybe you can write a web banner headline telling the world that your widget is on sale, but could you write an award-winning short film?

This class isn't just about writing great ads. It's about great writing. And just because you're a writer doesn't make you a copywriter or vice versa. The great copywriters are often great writers. But not all great writers make great copywriters. The goal here is to be great at both.

One trait of a great copywriter is to be able to take on the voice of any brand and effectively communicate it to any variety of audiences in a way that they can identify with, and as a result, have them feel AND actually do something. In a large agency, you might get assigned to one account in which case you might only have to take on the voice of one brand that speaks to one audience. However, in many cases, you'll be working on multiple, very different brands at once.

Copywriting is more than just words. It's basic communication, which is harder than most people think. Most of the time, it's about getting information, a thought, an emotion, a universal truth, and/or an observation across in the simplest, most concise, most engaging way as possible to someone who may or may not give a rat's ass about anything you have to say. It's about dissecting brands and translating them to consumers. Sometimes it requires visual aides. In fact, sometimes it's a single visual that says 1,000 words. And other times, it's only words that are designed to create visuals in the reader's mind. But most of the time, it's a combination of words and visuals. As a copywriter, you are responsible for thinking of how the two work together.

To achieve greatness, you have to do triple duty. You have to study great copywriters, you have to study great writers, and you have to study great communicators. Read and watch everything you can. Dissect paragraphs, analyze sentence structure, learn new words, and make some up. Maintain a curious nature. Immerse yourself in advertising but, more importantly, immerse yourself in culture. Read plays, prose, poetry, comics, the back of the peanut butter jar. Be a sponge. Observe the world under a microscope. Question everything. In essence, take apart the toaster to see how it works, put it back together, perhaps by combining it with other appliances you've taken apart to create something new, and then share your experience in a relatable way.

Great writing takes practice. You have to write a lot. And you have to write fast. Be prepared to do both. Some days are easier than others but most of the time copywriting is a real challenge. Just get it all out of your head and onto paper or screen. Then expand. And refine. And write more. And refine. If you're not happy with your end product, chances are, no one else will be. Do whatever it takes to get to the perfect word, the perfect sentence, the perfect ending. If you need a change of scenery, change it. If you need inspiration, go be inspired. When you achieve perfection, be prepared to have to change everything and start all over again with an even shorter deadline.

This semester, we'll take on writing in all its many forms, and we'll hone our craft through fun, thought-provoking in-class and out-of-class exercises. We'll talk strategy. You'll create, critique, present, perform and hopefully emerge a more inspired, more confident, more skilled writer, thinker, and idea maker.

MUSTS

READ:

Read Me: 10 Lessons for Writing Great Copy. (2014) Roger Horberry and Gyles Lingwood

WATCH:

Crazy People, a comedy about truth in advertising. (1990) Starring Dudley Moore.

Learning Objectives:

- 1) To learn The Rules of Writing Practice and come up with your own while putting pen to paper/words to screen on a weekly basis.
- 2) To explore the art of advertising copywriting across a range of mediums and develop a writing portfolio.
- 3) To find your writing “self”.

Class Requirements:

Arrive on time. If you're more than 15 minutes late or have to leave more than 15 minutes early, it will be considered an absence. If you have more than two absences, you will lose one letter grade on your final grade for each absence thereafter. This is non-negotiable.

Class participation is mandatory. This includes online feedback via Google docs for your peers. Speak up. The class needs your participation. We'll all be better for it.

Take pride. Present your best. I expect your work to be of the highest professional grade. Your work must be neat and grammatically correct in all its forms.

Use the class for feedback but don't make them do your work for you. Make hard choices before you show up.

No texting, checking e-mail or Facebook while in class.

All assignments are due online before class the day they are due, or per the hand-in instructions of the assignment. The digital time stamp when you post the work will be considered the time you handed it in. That item must be complete. Errors in uploading, corrupted files, or missing emails are not excused. Technology can be challenging, so plan ahead. Assignments turned in late, up to 5 minutes late, will receive an automatic 50%. Assignments turned in after 5 minutes late will receive a zero. The work cannot be made up.

Put your name and EID on everything you hand in. Assignments without these will not be counted.

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 Blackboard. 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.

6. Technology can be a pain. So plan accordingly. Work posted or handed in late is late, regardless of technology errors, computer crashes, corrupt files, or lack of internet access. I honor the Blackboard or email timestamps, depending on the specified submission format. Forgetting to attach files, or email bounce-backs, are not excuses.

RECCOS

BOOKS:

EATS, SHOOTS AND LEAVES. TRUSS, LYNNE.

THE IDEA WRITERS: COPYWRITING IN A NEW MEDIA AND MARKETING AGE. IEZZI, TERESSA

WILD MIND: LIVING THE WRITER'S LIFE. GOLDBERG, NATALIE .

OCCASIONAL READINGS ARE POSTED TO CANVAS PRIOR TO DISCUSSION OF THAT MATERIAL.

SUBSCRIBE/ FOLLOW/BOOKMARK

MODERNCOPYWRITER.COM

ADWEEK

ADVERTISING AGE

CREATIVITY-ONLINE.COM

COMMUNICATION ARTS

LURZER'S ARCHIVE

GRAPHIS

HOW

THE ONE SHOW

D&AD

THEFWA.COM

ADSOFTHEWORLD.COM

ADLAND.TV

HEYWHIPPLE.COM

LIVE LIFE

Be a sponge. Get out there, observe, study, deconstruct, document, and then write. Write some more. Write again. And repeat.

GRADES

Attendance & Class Participation	10%
Ongoing Writing Assignments (First Drafts)	30%
Final Versions of Work (PDF)	40%
Songwriting Piece/Performance	10%
In-Class Writing Assignments	10%

Note that there is a catalog requirement for all Advertising and PR majors to have a minimum grade of C in all communication courses and all courses required and electives for their major.

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

INFO

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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

Policy on Campus Carry:

In the development of the policies adopted by President Fenves 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:5124713515) | cmhc.utexas.edu

- CMHC Crisis Line: 24/7 | [512.471.2255](tel:5124712255) | 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:5124717642) (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
- MindBody Lab - cmhc.utexas.edu/mindbodylab.html
- Classes, workshops, & groups - 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

03 SEPT Bios Due Online
04 SEPT Bios

11 SEPT Bios

17 SEPT Truth In Adv Due Online
18 SEPT Truth In Adv
Crazy People Quiz

25 SEPT Truth in Adv – Part Deux

01 OCT HyperboLIES Due Online
02 OCT HyperboLIES

09 OCT HyperboLIES
5 TV Ex. Due

16 OCT TV/Video Due

23 OCT TV/Video
5 Radio Ex. Due

30 OCT Radio Due

06 NOV Radio

13 NOV Adv Is Everything Due

20 NOV Adv Is Everything, Lecture

27 NOV Adv Is Everything

04 DEC Songvertising Due

THURSDAYS

30 AUG Intro, Lecture

06 SEPT Bios

13 SEPT Bios, Lecture

20 SEPT Truth In Adv

27 SEPT Truth In Adv, Lecture

04 OCT HyperboLIES

11 OCT HyperboLIES, Lecture

18 OCT TV/Video

25 OCT TV/Video, Lecture

01 NOV Radio

08 NOV Radio, Lecture

15 NOV Adv Is Everything

22 NOV Turkey Break – no classes

29 NOV TBD

06 DEC Songvertising

14 DEC Final Versions Due

WHO

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., Preacher, etc.

Client Experience (150+ 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