

INTRODUCTION

TO ADVERTISING

# CREATIVITY

ADV 387, FALL 2018

T/TH 5-6:15 PM

**SEAN LABOUNTY**

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4.302 BMC.

O.H. @ Spider house: W 1-5 PM

GA: Taylor Nelson

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# PREAMBLE

Welcome to "The Creative Class." Not this "class" here at the University but a lucky and select group of humans. People who get paid to create. Paid to think. Paid to make. This is a relatively new phenomenon in the grand scheme of history. This new class of workers spans the gamut of industries. As a friend once told me "it's a pretty good gig if you can get it."

We of course will be discussing creativity within the realm of advertising. But more importantly we will explore creativity in general. How to think, brainstorm, explore and push the boundaries in pursuit of that ever elusive and rare big idea.

Creative thinking is a conversation. A flow of ideas between you and others. Twisting and stretching ideas until we find the answer. But not just any answer, THE right one. Ideas you can be passionate about and excited to share with the world.

But at the end of the day it's hard work that wins out, always. Talent can sleep away the day never getting anywhere. Ideation is hard and takes the time and effort to find something new. Something bold. Something different.

If you do want to join the creative club, this class is your first step.

# HOW

Think smart. Think weird. Invent. Explore. Share. You'll attend two lectures a week and submit lab assignments online. (You do not attend lab hours, despite what the course description says.) Online video viewing and readings will be on Canvas. Expect to be graded on thought-provoking (and fun) 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.

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. We'll...

- Talk about creative theories
- Learn about creative advertising people and perspectives from the old school
- Discuss general and advertising-specific ideation processes, tools, and products
- See industry movers and shakers
- Listen to strange and wonderful speakers who aren't me.

Project guidelines sheets will be posted to Canvas prior to the discussion of each project.

# MUSTS

## TEXTS

**HEY, WHIPPLE, SQUEEZE THIS: THE CLASSIC GUIDE TO CREATING GREAT ADS**  
(5<sup>th</sup> Edition) by Luke Sullivan and Edward Boches

Additional readings are posted to Canvas prior to discussion of that material.

## SUPPLIES

**A SKETCH BOOK TO JOURNAL IDEAS + MARKERS/COLORED PENCILS**

Example: Moleskin, hardbound, 5 x 8.25 (Nothing smaller. No spiral bound. No lines or graphs.)  
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 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. **Your idea journal entries are taken into consideration as part of the application process.**

## **REQUIREMENTS**

### **DO NOT \_\_\_\_\_:**

- Skip class, be late, or leave early. The information you miss will ultimately be in the exam.
- Cheat and get caught. I take this university policy very seriously.
- Disrupt your classmates or me with things like talking, texting, emailing, surfing the web, etc. You will be called out.
- Turn in assignments late. **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. If you are required to email or post online, 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, i.e. **DO NOT WAIT** until the last minute or even hour. **The work cannot be made up.**

### **DO \_\_\_\_\_.**

- Your best. I expect your work to be of the highest professional grade. Proofread, etc.
- Put your name and EID on everything you hand in. **Or it will be incomplete.**
- Participate in the discussion. The class will be better for it.

### **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 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 Canvas or email timestamps, depending on the specified submission format. Forgetting to attach files, or email bounce-backs, are not excuses. Plan ahead. Don't wait until the last minute, or even last hour, to submit assignments.

# RECCOS

## BOOKS

[FLOW: THE PSYCHOLOGY OF OPTIMAL EXPERIENCE](#) by Csikszentmihalyi

[THE CREATIVE PROCESS ILLUSTRATED](#) by Griffin & Morrison

[THE CREATIVE HABIT](#) by Tharp, Twyla

[THE TIPPING POINT](#) by Malcolm Gladwell

## SUBSCRIBE / FOLLOW / BOOKMARK

[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 produce. And repeat.

# GRADES

In-class Quizzes/Lab Assignments/Participation	10%
Mind Map	15%
Branding Project	15%
Documenting Creativity Project	15%
Idea Journal	15%
Exam 1	15%
Exam 2	15%

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. If you earn less than a C you will not be allowed to continue to be in the advertising program. A grade of B- or higher is required in order to be eligible for acceptance into Texas Creative.

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

You have one week from the date a grade is announced/returned to you to contest it. No grade changes will be made at any point after this period. A week is seven days. Not 10 days. Not 7 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. Pick your battles.

I curve, I drop the occasional quiz, and I round up final grades. 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 of the department. So, don't ask.

# INFO

## 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 Fennessey 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.



# WHEN

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.

## TUESDAYS

04 SEP Defining Creativity

11 SEPT Creativity, Theories & Ideation

18 SEPT Creativity, Theories & Ideation

25 SEPT Art+Copy Movie  
**MIND MAPS DUE**

02 OCT Storytelling & Creative Concepts

09 OCT Copywriting

16 OCT Exam Review

23 OCT Guest Speaker

30 OCT New Media & Digital

06 NOV The Edge Today

13 NOV Guest Speaker

20 NOV Client Pitches

27 NOV Ethical Considerations

04 DEC Exam Review

## THURSDAYS

30 AUG Introduction

06 SEPT Defining Creativity,

13 SEPT Guest Speaker

20 SEPT Theories & Ideation

27 SEPT Agencies, Players, & Creative  
Revolutions

04 OCT Guest Speaker

11 OCT Art Direction & Branding

18 OCT **EXAM 1**

25 OCT Nontraditional Branding  
**DOCUMENTING CREATIVITY DUE**

01 NOV New Media & Digital

08 NOV The Edge Today

15 NOV **BRANDING PROJECT DUE**

22 NOV **Thanksgiving Day – no class**

29 NOV Creative Panel Discussion,  
**IDEA JOURNAL DUE**

06 DEC **EXAM 2**

# WHO

## **SEAN LaBOUNTY**

seanlabounty@utexas.edu

BMC 4.302

### **Education:**

Bachelor of Arts, Science, May 1997

NYU Film 2003

### **Dimassimo (DIGO)**

1997– 1998 Art Director / Crunch Fitness, Game Shark, Solgar Vitamins

### **Kirshenbaum & Bond**

1998-2002 Art Director / Target, Sony, Hennessy, Moet, Olympics

### **NYU Film / Started Fashion Label / Freelance**

2002-2004 Freelance A.D. for Cliff Freeman, Wieden and Kennedy, SS+K and EVB

Mohegan Sun, ESPN, Fathead, Michael Jordan

### **Hanft Raboy**

2004-2006 Creative Director / Match.com, Hertz, Chemistry.com

### **Leo Burnett NY**

2006-2007 VP/Creative Director / Global Samsung

### **Young & Rubicam NY**

2007-2011 Creative Director / LG, Land Rover, Dell, Met Life

### **DDB**

2011-2012 Creative Director / NY Lottery, NYC Ballet, Drugfree.org

### **GSD&M**

2012-2014 Creative Director / Southwest, Seton, Jarritos, Walgreen's, PGA

### **McCann**

2014-2015 Creative / Cuervo, Bushmills, Microsoft, Nikon

**Awards:** CANNES LIONS, D&AD, ONE SHOW, CLIOS, AICP, AICP NEXT, NEW YORK FESTIVALS, YGA.