

INTRODUCTION TO ADVERTISING CREATIVITY

ADV 325, FALL 2018

T/TH 5-6:15PM

CHAD REA

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

ADRIANNA SAN ROMAN, TA

PREAMBLE

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.

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 (5th 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

Example: Moleskin, hardbound, 5 x 8.25 (Nothing smaller. No spiral bound.)

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.

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

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 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

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: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

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 SEPT Defining Creativity
11 SEPT The Creative Process
Lab Assignment 1
18 SEPT The Creative Process
Mind Map Assignment
25 SEPT The Agency Process
MIND MAPS DUE
02 OCT Copywriting
Lab Assignment 2
09 OCT Ingredients and Evaluation
16 OCT Exam Review
Doc Creativity Assignment
23 OCT **GUEST SPEAKER**
Lab Assignment 3
30 OCT Approaches and Opportunities
06 NOV Originality
13 NOV **GUEST SPEAKER**
20 NOV Creative Careers
Lab Assignment 4
27 NOV Creative Panel Discussion,
IDEA JOURNAL DUE
04 DEC Exam Review

THURSDAYS

30 AUG Introduction
06 SEPT The Creative Process
13 SEPT The Creative Process
16 SEPT **LAB ASSIGNMENT 1 DUE**
20 SEPT **GUEST SPEAKER**
27 SEPT Creative Problem-Solving
04 OCT Art Direction & Branding
07 OCT **LAB ASSIGNMENT 2 DUE**
11 OCT Ingredients and Evaluation
18 OCT **EXAM 1**
25 OCT Approaches and Opportunities
28 OCT **LAB ASSIGNMENT 3 DUE**
01 NOV Approaches and Opportunities
DOC. CREATIVITY DUE
Branding Assignment
08 NOV Creative Presentations
15 NOV Ethics
BRANDING PROJECT DUE
22 NOV **THANKSGIVING**
29 NOV TBD
02 DEC **LAB ASSIGNMENT 4 DUE**
06 DEC **EXAM 2**



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