



School of Journalism

Intro to Strategic Writing & Design (4204/7204)

Spring 2019

Professors: Frank Corridori & Mark Swanson

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Office Hours: Mon & Wed 12:30 – 1:30

Lecture

Fisher Auditorium in Gannett Hall

11am-12:15pm Tuesday & Thursday

Required Text:

Creative Strategy in Advertising

By, Drewniary & Jewlery

Lab

Walter Williams 247

Consult your schedule for assigned lab instructor and time.

INTRODUCTION TO STRATEGIC WRITING & DESIGN

Syllabus, Spring 2019

What you will Learn

The purpose of this course is to teach you about strategic writing and design, and then show you how apply these skills to key communication platforms such as digital media, TV, radio, social media and others. Along the way, you will learn to do three important things:

- How to **think** creatively and strategically
- How to **write** creatively and strategically
- How to **design** creatively and strategically

Why this course

Whatever you do in advertising, or public relations, or journalism, or sales, or research, or media, or marketing—strategic thinking, writing and designing are the indispensable tools of the communications world. How well you perform them determine how far you go.

Here is the schedule

Here is what we're doing during every lecture.

Tue	Topic	Thur	Topic	Lab	Text ch.
Jan 22	Intro/Power of Persuasion	Jan 24	What is Strategic Design?*	No Assignment Due	1, 2
Jan 29	Dig Deeper/Method to your madness	Jan 31	All About Logos / Logorama	Design Lab #1 in class	3, 4
Feb 5	The full Monte/Shazam	Feb 7	Branding Process & Brand Positioning*	Design Lab #2 in class	5, 6
Feb 12	Who's got a big head	Feb 14	Art Directors & Designers	Design Lab #3 in class	7, 8
Feb 19	A Picture is Worth a Copywriter's Salary	Feb 21	Introduction to Print*	Warm up creative Brief due <i>before</i> class	
Feb 26	Boob Tube	Feb 28	Typography	Warm up print #1 exercise due <i>before</i> class	10
Mar 5	Don't junk up the junk / www	Mar 7	Intro to your Client*	Split into Groups/Explain Roles/Team Building	11
Mar 12	Friend me / Let's take it outside	Mar 14	Helvetica Film	Present Creative Brief in Lab. Begin Concepting.	12
Mar 19	EXAM #1	Mar 21	Introduction to Color	Present initial concepts/ Work on Campaign	
Mar 26	No Class (Spring Recess)	Mar 28	No Class (Spring Recess)	No Lab (Spring Recess)	
Apr 2	Spin doctors / Close your eyes	Mar 4	GUEST	Present print ad & out-of-home ad / Work on Campaign	9 radio
Apr 9	Art & Copy Film Part 1	Apr 11	Art & Copy Film Part 2	Present TV storyboard / Work on Campaign	13 Int.
Apr 16	Chance to win big / The greats *	Apr 18	Issues in Design / Copyright & Fair Use	Present Digital/Social media / Work on Campaign	14 law
Apr 23	Reach out & touch it/now what	Apr 25	Résumé Design	Present final keynote in class (TV in form of produced spot or tight animatic)	
Apr 30	Life 101	May 2	Final Presentations	No Lab (Study for test)	
May 7	Final Presentations	May 9	EXAM #2	No Lab	

WHAT HAPPENS IN LECTURE

Monday lectures will be about strategic writing. That's called "Copy." Wednesday lectures will be about expressing those ideas through strategic design. That's called, "Art." All lectures will be about the ability to think and communicate creatively, and persuasively. That's called, "Advertising." The following are the things that will occur in lecture:

- Lectures
- Films
- Guest Speakers
- Exams
- Finalist Presentations

WHAT HAPPENS IN LAB

First Half of Semester

The first half of the semester will focus on art skills and copy skills, and lab assignments will focus on graded "warm up" exercises that prepare students for later. Some assignments will be due before and critiqued by peers and the instructor during class. Other work will be completed during class.

Second Half of Semester

The second half of the semester will focus on a team project, where all skills and theory learned will be applied. Students in each lab will be assigned a product and then be divided into teams of 3 or 4 where they will compete to create the best, integrated campaign.

As teams complete parts of their campaigns, they will critique each other on progress in class. Near the end of the semester, teams will then present their integrated campaign via a keynote presentation in lab. The winning group from each lab will present during lecture in the auditorium. The top three teams from all labs will win extra credit!

Campaign Components

The final campaign will be scripted, put into a keynote and presented in lab **in 5-7 minutes.** Presentations can be delivered by one person or done via "tag team." The winning teams will also present during the large lecture. Each keynote will be ordered as follows:

- **Title Slide** with Name of Team and members on team
- **Creative Brief** (Account Executive, with Research help from PR/Social Media Specialist)
- **Print ad** (Art Director/Copywriter)
- **Out-of-home** (Art Director/Copywriter)
- **Digital/Social Media** (PR/Social Media Specialist, Art Director, Copywriter)
- **TV** (Copywriter/Art Director) NOTE: This should spot will be initially turned in as

Team roles

Each team of 3* or 4 members will choose (or be assigned) a specific role to play. The roles

and responsibilities are:

- **All team members:** Equip the account executive with relevant research so that the creative brief may be created. Critique each other's work constructively.
- **Copywriter:** The copywriter writes the TV script and works with the art director to concept and write the print ad and the digital and out-of-home ad. The copywriter also works with account executive on the flow of final keynote script.
- **Art director:** The art director works with the writer to concept and create the print ad and the digital and out-of-home ad. The art director also works on keynote aesthetics.
- **Account Executive:** The account executive leads the team, supervises team brainstorming sessions, assimilates the team's research effort (with help from the PR/Social Media Specialist), writes the creative brief and ensures that all creative is "on strategy." The account executive takes the lead in the delivery of the keynote presentation, making sure everyone has a part.
- **PR/Social Media Specialist:** The PR/Social Media Specialist assists the AE

* On teams of 3, the Account Executive will also be responsible for the role of PR/Social Media Specialist

Text, Lectures and Exams

You will note that I have assigned reading in the text from week to week. The assigned reading STRATEGICALLY correlates with the lectures so that you will learn retain important concepts that can be effectively applied to your lab assignments.

The first exam will cover lecture notes and chapters from the text assigned up until that point. The second exam will have lecture notes and text questions from the rest of the text (and possibly from articles I will assign).

Your Final Grade

Your Final Grade will be determined this way:|

- 30%.....Homework assignments (100 points each)
 1. Design Lab 1 (All do individually)
 2. Warm up Creative Brief (All do individually)
 3. Design Lab 2 (All do individually)
 4. Warm up Print #1 (All do individually)
 5. Design Lab 3 (All do individually)
 6. Campaign: Creative Brief (Account Executive, reviewed by group)
 7. Campaign: Print (Copywriter & Art Director, reviewed by group)
 8. Campaign: Out-of-Home (Copywriter & Art Director, reviewed by group)

9. Campaign: Digital/Social Media (PR/Social Media Specialist OR Account Executive, reviewed by group)
 10. Campaign: TV spot (Copywriter, reviewed by group)
- 30%.....Final Campaign elements corrected, reworked and REFINED in final keynote (100 points)
 - 30%.....First and second exam (averaged) (100 points, 50 points a piece)
 - 10%.....Professionalism (Attendance/Attitude/Participation) (100 points)
 - Extra Credit for top 3 winning teams: + 1%, 2% or 3% added to final grade!

IMPORTANT.

Do not miss the two scheduled tests.

Your lab instructor will also give you an overall grade for “professionalism,” which includes attendance, attitude (responsiveness to criticism, promptness, behavior) and class participation. Once again, this is 10% of your grade and can easily move you up down into the next final grade category; it’s up to you, and it happens all the time. If you’d rather get an A- than a B+ or an A rather than an A-, make sure you exhibit an upbeat, positive, responsive, contributing, prompt performance in your labs.

Graduate students special requirements

If you are a graduate student, you are required to complete a special assignment (usually in the form of a project or paper) in addition to all other work and assignments done by undergraduates in this course. You must discuss this with me prior to doing it, since I will approve or disapprove your idea for a project or paper. **Please do not wait until the last two weeks of school to meet with me on this subject.** Also, note that the lowest permissible grade for a graduate student is a c minus.

How your semester grade will be figured

97-100: **A+**
 94-96.9: **A**
 90-93.9: **A-**
 87-89.9: **B+**
 84-86.9: **B**
 80-83.9: **B-**
 77-79.9: **C+**
 74-76.9: **C**
 70-73.9: **C-** (Lowest permissible grade for a graduate student)
 67-69.9: **D+**
 64-66.9: **D**
 60-63.9: **D-**
 0-59.9: **F**

Semester Grades

If you receive a final semester grade of D or below and are an ad major, you must repeat the course if you want to continue pursuing an Ad major.

The one sure way to fail is to cut labs and not hand in the work. Missing a lab without advance permission from your lab instructor and thereby failing to hand in your assignment results in a grade of ZERO. That really pulls down your semester average.

Talent and Attitude

Talent is an innate gift. But the right attitude can enhance the talent. And if you're a bit short on talent, a good attitude coupled with hard work can help you overcome it. In sports, there's no substitute for speed, and in creative enterprises, the same can be said of talent; nevertheless, most professionals agree that you can succeed in advertising, public relations, or any other kind of strategic communications business if you maximize what talent you have with a strong, positive attitude and work ethic.

Subjectivity

This is a challenging subject to students accustomed to multiple-answer and objective-type tests and grading. Few things are more subjective than creative work in advertising. This is typically the hardest thing for students to accept. But accept it you must. In advertising, PR, or any kind of communications career, you always run into someone who judges your work: your supervisor, your client, or the ultimate judge—the consumer. Standards vary, as they do in the real world; so it should be no surprise if you encounter that here. We will be functioning in the role of your Account Manager, Creative Director, Art Director Copy Chief and Client. That means, like it or not, we will be commenting on your work, telling you what we think, evaluating what you produce.

We'd be foolish to pretend we're infallible. A creative director often fears that the last idea turned down might in fact be a great one. All we can offer is many years in the communications business, most of them in some supervisory role. Very good agencies and corporations entrusted us with multi-million dollar decisions. And yet, you may not be happy with our criticism...but if nothing else, here's your opportunity to get used to subjective critiques of your work. We try hard to be fair. It would be unprofessional to be otherwise. One purpose of this course will be to enhance your good judgment and your ability to criticize your own work.

Attendance and Lateness

DON'T CUT CLASS—LECTURE OR LAB. You will miss out on valuable material that IS NOT COVERED IN THE BOOK, and will be on the exams. Finally, absence and lateness are a reflection of attitude, which is part of your grade.

There are, of course, legitimate excuses: a sudden doctor's visit, personal or family obligations, etc. that might happen once during the semester. Having to work, doing activities for other classes,

transportation problems and the like are generally explained absences, but not excused. **You should contact your lab instructor in advance of any absence.**

Instructor Conferences

These are one-on-one sessions you may have with your lab instructor in which we look at your work and try to find ways to improve it. It's a way for you to check on your progress. In a huge university like Mizzou, this is an almost unheard of opportunity. But it's the only way to deal with something as personal as your creative efforts. We'll try to carve some time out of the labs for this. You are free to sign up for additional copy conferences with the instructor during office hours or by appointment.

Social Responsibility and Ethics

What are our responsibilities? To society at large? To our clients? To our craft? To our jobs? To ourselves? This course proceeds on the assumption that advertising serves as a useful economic and social function in our society. Advertising that is false, misleading or in bad taste undermines peoples' confidence. Believability, good taste and fair play are woven into the fabric of the course. It is our observation (biased perhaps) that creative people in advertising are the real consumer advocates in our society.

Good creative people enjoy people, care for them, feel a responsibility to them, and deal with them on the level of the consumer's self-interest. We teach a decent respect for the variety of people we encounter in the communication business, and even more, for that vast variety of people out there who comprise what we call the marketplace. In specific terms, that means we cannot discriminate against people by race, gender, sexual preference, age, social class, creed, color, education — the works. It was said of the Russian writer, Leo Tolstoy, that "he despised nothing that was human." Humans communicating to humans, people to people — that's what good advertising is all about.

End of Semester Professor Evaluation

At the end of the semester you will have an opportunity to evaluate the professor and this course. You may have wondered how these evaluations are reviewed and/or used. Here's how: Your professor will not see the evaluations until after the class grades have been turned in. Thus, the evaluation will not have any effect on your grade, positive or negative.

A summary of the class forms is processed by the computer and given to the professor. On this sheet are this class' rankings for all questions. There is also summary information on the rankings given by all advertising department students and all journalism students who filled out this same form. This allows the professor to compare his/her results with the department and the school. The professor receives the sheets containing your written comments after grades have been submitted.

The summary of the computerized evaluation forms and the comments are reviewed by the advertising department chair and deans of the school. The summaries become part of the professor's permanent

record. Evaluations are instrumental in developing improvement plans and in determining annual raises. **Your feedback is important.**

Academic Honesty

Academic honesty is fundamental to the activities and principles of a university. All members of the academic community must be confident that each person's work has been responsibly and honorably acquired, developed and presented. Any effort to gain an advantage not given to all students is dishonest whether or not the effort is successful.

Academic misconduct includes but is not limited to the following:

- Use of materials from another author without citation or attribution.
- Use of verbatim materials from another author without citation or attribution.
- Extensive use of materials from past assignments without permission of your instructor.
- Extensive use of materials from assignments in other classes without permission of your instructor.
- Extensive use of materials from work in media organizations (e.g. internships, articles created for the Maneater, work done for other campus groups, etc.) without permission of your instructor.
- Fabricating information in news or feature stories, whether for publication or not.
- Fabricating sources in news or feature stories, whether for publication or not.
- Fabricating quotes in news or feature stories, whether for publication or not.
- Lack of full disclosure or permission from editors when controversial reportorial techniques, such as going undercover to get news, are used.

When in doubt about plagiarism, paraphrasing, quoting or collaboration, consult with your instructor. For closed-book exams and exercises, academic misconduct includes conferring with other class members, copying or reading someone else's test and using notes and materials without prior permission of the instructor. For open-book exams and exercises, academic misconduct includes copying or reading someone else's work.

Classroom Misconduct

Classroom misconduct includes forgery of class attendance; obstruction or disruption of teaching, including late arrival or early departure; failure to turn off cellular telephones leading to disruption of teaching; playing games or surfing the Internet on laptop computers unless instructed to do so; physical abuse or safety threats; theft; property damage; disruptive, lewd or obscene conduct; abuse of

computer time; repeated failure to attend class when attendance is required; and repeated failure to participate or respond in class when class participation is required.

IMPORTANT: Entering a classroom late or leaving a classroom before the end of the period can be extremely disruptive behavior. Students are asked to arrive for class on time and to avoid early departures. This is particularly true of large lectures, where late arrivals and early departures can be most disruptive. Instructors have the right to deny students access to the classroom if they arrive late and have the right to dismiss a student from the class for early departures that result in disruptions.

Under MU policy, your instructor has the right to ask for your removal from the course for misconduct, disruptive behavior or excessive absences. The instructor then has the right to issue a grade of withdraw, withdraw failing or F. The instructor alone is responsible for assigning the grade in such circumstances.

Dishonesty and Misconduct Reporting Procedures

MU faculty are required to report all instances of academic or classroom misconduct to the appropriate campus officials. Allegations of classroom misconduct will be forwarded immediately to MU's Vice Chancellor for Student Services. Allegations of academic misconduct will be forwarded immediately to MU's Office of the Provost. In cases of academic misconduct, the student will receive at least a zero for the assignment in question.

Professional Standards and Ethics

The School of Journalism is committed to the highest standards of academic and professional ethics and expects its students to adhere to those standards. Students should be familiar with the Code of Ethics of the Society of Professional Journalists and adhere to its restrictions. Students are expected to observe strict honesty in academic programs and as representatives of school-related media. Should any student be guilty of plagiarism, falsification, misrepresentation or other forms of dishonesty in any assigned work, that student may be subject to a failing grade from the instructor and such disciplinary action as may be necessary under University regulations.

Audio and Video Recordings of Classes

Students may make audio or video recordings of course activity for personal use and review unless specifically prohibited by the faculty member in charge of the class. However, to foster a safe learning environment in which various viewpoints are respected, the redistribution of audio or video recordings or transcripts thereof is prohibited without the written permission of the faculty member in charge of the class and the permission of all students who are recorded. (Collected Rules and Regulations, University of Missouri, Sect. 200.015, Academic Inquiry, Course Discussion and Privacy)

University of Missouri-Columbia Notice of Nondiscrimination

The University of Missouri System is an Equal Opportunity/ Affirmative Action institution and is nondiscriminatory relative to race, religion, color, national origin, sex, sexual orientation, age, disability or status as a Vietnam-era veteran. Any person having inquiries concerning the University of Missouri-Columbia's compliance with implementing Title VI of the Civil Rights Act of 1964, Title IX of the

Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, the Americans With Disabilities Act of 1990, or other civil rights laws should contact the Assistant Vice Chancellor, Human Resource Services, University of Missouri-Columbia, 1095 Virginia Ave., Room 101, Columbia, Mo. 65211, (573) 882-4256, or the Assistant Secretary for Civil Rights, U.S. Department of Education.

Accommodations

If you have special needs as addressed by the Americans with Disabilities Act and need assistance, please notify me immediately. The school will make reasonable efforts to accommodate your special needs. Students are excused for recognized religious holidays. Please let me know in advance if you have a conflict.

ADA Compliance

If you have special needs as addressed by the Americans with Disabilities Act (ADA) and need assistance, please notify the Office of Disability Services, S5 Memorial Union, 882-4696, or the course instructor immediately. Reasonable efforts will be made to accommodate your special needs.

Religious Holidays

Students are excused for recognized religious holidays. Let your instructor know in advance if you have a conflict.

Intellectual Pluralism

The University community welcomes intellectual diversity and respects student rights. Students who have questions concerning the quality of instruction in this class may address concerns to either the Departmental Chair or Divisional leader or Director of the Office of Students Rights and Responsibilities (<http://osrr.missouri.edu/>). All students will have the opportunity to submit an anonymous evaluation of the instructor(s) at the end of the course.

Students with Disabilities

If you anticipate barriers related to the format or requirements of this course, if you have emergency medical information to share with me, or if you need to make arrangements in case the building must be evacuated, please let me know as soon as possible.

If disability related accommodations are necessary (for example, a note taker, extended time on exams, captioning), please register with the Office of Disability Services (<http://disabilityservices.missouri.edu>), S5 Memorial Union, 573- 882-4696, and then notify me of your eligibility for reasonable accommodations. For other MU resources for students with disabilities, click on "Disability Resources" on the MU homepage.