UNIVERSITY OF ARKANSAS

ADPR 44203 Creative Strategy and Execution: 3 Hours - The creation of advertising copy and layout for the mass media with emphasis on strategy, the written message, and the physical appearance for the advertisement. Includes laboratory component.

Instructor: Terrance Armstard | Kimpel Hall 120 | 318-557-1876 | armstard@uark.edu

Prerequisites:

- Min. 90 hrs. completed, 2.5 overall GPA, AD/PR major
- completion of **JOUR 10303 Fundamentals of Journalism** with a grade of C or better,
- completion of **JOUR 37203 Advertising Principles** and **JOUR 37403 Public Relations Principles**, with a grade of B or better; no in-progress hours or coursework accepted.

Required Textbook: **Advertising Concept & Copy | ISBN: 9780393733860**

Course Description: This course emphasizes creative strategy development for advertising, through developing communication strategies and preparing sample messages for selected clients using various media channels. Students work to execute individual creative executions within their chosen strategy. The course focuses on acquiring an understanding of the creative conceptualizing and executional processes practiced in the field. Not an introductory course, Creative Strategy & Execution presumes knowledge of target markets, understanding of advertising objectives and the uses of various media.

Purpose: We are bombarded daily with verbal and visual messages. We will seek to develop competent communication strategies and media/visual literacy through analyzing, processing, and producing effective messages for our clients.

Goal: This course is designed to provide students with a basic understanding of the major concepts and skills used in conceptualizing and executing a creative strategy in advertising. Students will understand the role of research, client analysis, and gain experience in how to think critically, creatively, and independently when transforming ideas into executions appropriate for the client.

Objectives: In accordance with the **ACEJMC Professional Values and Competencies**, students will…

- demonstrate understanding of the terminology and systems utilized by industry professionals.
- identify and accurately apply elements of historic visual style to appropriate client solutions.
- develop visual literacy through recognition, identification, and evaluation of visual information from diverse media.
- analyze, interpret, and create meaning from visual elements in diverse contexts
- apply design theory to identify and employ the fundamental elements of design in the production of comprehensive advertising concepts.
- write correctly, clearly, and concisely in the style appropriate to the context.
- conduct client research and analysis to support development of appropriate creative strategies.
- engage collaboratively and independently to produce creative and innovative advertising solutions
- critically evaluate their work and the work of peers for clarity, design, and style.
- recognize the value of critique as an opportunity for improvement and acknowledgement of successes.
- recognize the power of diversity as a source for creativity, innovation, and collaboration.
- recognize the difference between the fair use of visuals for inspiration and the copying of original creations by choosing the best strategies for respecting copyright and intellectual property rights.
- show competence in the use of appropriate digital tools and technologies for creative conceptualization and production in advertising and public relations.
- develop skills in teamwork, time-management, leadership, honesty, reliability, curiosity, and creativity

Instructional Procedures: The main instructional strategy will include lectures, discussions, and the introduction of exercises and assignments that will require the development of skills in the design, and execution of various client messages. Additional instructional methods include the following: group discussion, critiques, and general instructional comments during working sessions. Students have creative license to explore and are encouraged to share innovative ideas with instructor and peers.

Attendance: The key to success in this class is your participation. Participation is critical to the discipline of advertising and public relations. Attendance will be monitored so you need to be in class. Excessive absence will severely affect your grade.

Assignments:

- All coursework must be created by you within the timeframe of the class.

- PLEASE NOTE: Work containing nonessential nudity, profanity, stereotypical/degrading images of a racial or sexual nature will not be accepted.

- Due dates /deadlines will be given on all assignments and must be met for full credit potential.

- Instructor reserves the right to administer impromptu assignments as warranted.

Late Work Policy: Assignments due dates are listed on each assignment and the course schedule. Late submissions for assignments and quizzes within one week of the due date will be marked as late, and points deducted. The deduction will typically be 20% of the total point value for the assignment. **Assignments submitted more than one week after the due date may not be accepted.** For any potential exceptions to this policy, you must notify me before the deadline.

Course Topics: Visual Communication | Media Literacy | Fundamental Principles & Historical Perspectives of Design | Basic Design Software Knowledge | Understanding and Practicing Creativity | Understanding of Creative Strategy & Execution Tactics

Course Schedule: See Blackboard

Software / Supplies: Students will require access to Microsoft Office 365 and the Adobe Creative Suite. A core component of the course is basic knowledge of Adobe Photoshop and Illustrator. Personal access to the Adobe Creative Cloud can be purchased at an educational discount. Here is a link to a compilation of student options for Adobe access:

https://news.uark.edu/articles/64826/update-to-adobe-student-licenses

Tests & Quizzes: Tests & Quizzes are based primarily on readings, lectures and software training. Students are responsible for assigned readings on your own. Knowledge gained from the readings is critical for informing your creative executions process and ideation.

Grading policy: Grades will be **calculated as a percentage of total points possible and weighted** as follows…

- **5% - Tests & Quizzes**

- **10% - Software Training (homework)**

- **40% - Assignments**

- **25% - Projects**

- **20% - Final Client Strategy Book**

Grade Scale: 90 – 100 = A | 80 – 89 = B | 70 – 79 = C | 60 – 69 = D | Below 60 = F

Blackboard & Email: Course materials and instructions will be posted regularly on Blackboard or sent by e- mail. Please check UARK e-mail account and Blackboard regularly (BE SURE TO CHECK THE "OTHER" TAB)

Office Meetings: I encourage you to take advantage of meeting with me to discuss any issue relating to your performance in class. I am here to facilitate you having a successful university experience, so please take advantage of meeting with me to discuss your progress or any concerns. We can meet in person in my office in Kimpel 120 or virtually over Zoom. In the event of an emergency concerning assignments or class, do not hesitate to contact me by cell phone 318-557-1876

Compliance: by your continued enrollment in this course, you agree to comply with the policies and procedures as outlined in this syllabus. Students agree that by taking this course all required papers may be subject to submission review for textual similarity and/or writing generated by artificial intelligence to **Turnitin.com** for the purpose of detection of unoriginal writing, including plagiarism (whether human written or generated by artificial intelligence). All submitted papers will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting unoriginal writing, including plagiarism of such papers. Use of the Turnitin.com service is subject to the Turnitin Acceptable Use posted on the Turnitin.com website.

Additional University Policies: see Blackboard.