

**CMGT 554:
Creativity through Advertising
Fall 2016
Mondays 6:30 pm
Location: ANN L101**

Instructor: Gary Wexler E-mail: gwexler@usc.edu

Office: To be determined

Office hours: To be determined

2016: An extraordinary creative opportunity

This country has never before experienced the dynamic that is happening in this 2016 Presidential election year. This rock'n and roll'n national tension provides an opportunity that I could not resist grabbing for this class. The issues of this campaign will lead the content that you will be creating during this semester.

Until the election on November 8th, you will be learning and outputting advertising, copywriting, concept creation, big idea creation, working through traditional and digital media platforms, by delving into the election.

Then, beginning November 9th, based on the election results, you will prepare your finals, through creating a new campaign that now works to bring the country together.

(Unless it is an absolute emergency, no one misses a class in November. Class time will be devoted during that period to working on your finals and my critiquing of your work to move you towards the A. If you are not in class, you will not benefit from this important critiquing period. Thanksgiving is not an excuse. You have to be in class the Monday before and after Thanksgiving. You will be working hard with your team during that month.)

Because of the subject matter and the reliance on digital media, two former students who graduated from this program will be collaborating with me in class:

Heba Gibani, who graduated this last year with a Masters in Public Diplomacy, will be working with us through the framing of issues.

Chris Agutos, who graduated several years ago and is the social media manager for major Hollywood personalities, including the Kardashians and Lindsay Lohan, will be working with you us on digital formats and viral movement.

To become effective and engaging digital communicators through message, concept, big ideas, and the unexpected, you will be required weekly to use social media to spread the issues, messages and positions that we are creating in class, out to the USC student body and beyond. We will analyze each week how successful your viral movement has been, so that it can improve the next week. People will know this is a class and that the messages you push out, are not necessarily what you believe, but are an experiment in creativity. One of the most prominent ways that we will use in class to engage digital audiences is called The Red Table, which you will film on your iPhones as social media content.

In addition, you will be creating print, television, radio and outdoor concepts.

In preparation for each week's work and discussion, you will be required to read the New York Times Sunday edition, bringing in all articles that relate to the election campaign. You will need to actually be reading these articles before class in order to be intelligent and informed participants in the creative process. There is no way around this requirement. Plan to give an hour each Sunday to your reading of the New York Times. So when you are off at your weekend raves, Burning Man, Las Vegas, jetting off for your weekend junkets in New York, the Caribbean or a Northern California spa, figure out how you will be reading the Sunday New York Times while not hung over as if you are still an undergraduate.

Okay, now the usual and normal course description:

It is a new world, changed by technology, globalization and the recent Great Recession belongs to those who have learned to create ideas. It belongs to those who know how to be innovative entrepreneurs, even in their jobs. Smart employees are looking for people who possess all these qualities and know how to create relevant, dynamic, powerful ideas and concepts that will grab market share in this new era.

There are few disciplines that can teach people the process, strategies, intellect, emotion, visual sense, writing and artistry of creativity, better than advertising.

At the center of this concept and idea evolution is the two-person creative team. It is also the culture of the Creative Department inside advertising agencies. The creative team approach is a give and take between two people, pushing, questioning and reaching for excellence together, achieving far more than either one could alone.

This kind of creativity is rooted in the Communications process. You are in a Communications Masters program. Communications today is one of the leading disciplines driving this new era. Communications is moving towards being one of the most valued professions in business, commerce, civic life and nonprofits. Why? Because the world has been changed by technology. The advent, which has put technological possibility in the hands of billions around the world, is the Internet. The Internet is a Communications tool. So it means that a Communications tool is what is enabling billions to participate in a changed world. Communications knowledge is essential and powerful, ---even more so, for those who know how to synthesize Communications with idea and concept creativity.

One of the emerging fields that is now leading the Communications process is Design Strategy. Design Strategy is about thinking and applying the discipline of a designer to whatever you are creating, be it Communications, products, services, corporate or organizational culture. Today, you are interactive with design from the moment you wake up in the morning. If you turn to your iPhone, you are immediately interactive with designed symbols. If you walk to your coffee maker, you are intuitively operating it based on its design. Learning to be visual and applying the design thinking process is essential in all creativity and right at the core of Advertising.

And then there is copywriting, which is what the writing of advertising is called.

Copywriting is a strategic, sales-oriented artistic Communications form. It has rhythm like music, spareness like poetry, depth like film, and humor like sitcoms. Good copy can make the marketplace cry, laugh, imagine, fall in love and be inspired to buy a product or buy into the proposition.

Copywriting is a conceptual art that flows from the creative team, which is most often comprised of a writer and a visual-based art director. Together with an art director, a copywriter learns to distinguish disparate strategic thoughts, intertwine them, live with their tension, eventually using this dynamic to create an overall creative concept that drives the words and the visuals. The creative team merges copy and design like two puzzle pieces made for one another. But they also have to deal in complexity and business. The creative team has to know how to synthesize complicated information, understand marketing strategy and draw from that a creative strategy. The creative team has to organize all this information, establish a focus, an informational priority system and then create a concept, followed by writing and art direction.

Students will be assembled into creative teams, delving into the issues and theories of creativity, reading what the great creative thinkers have said regarding the subject, leading to interactive (and creative) class discussion.

Class will also delve into how advertising has been affected by a changing world based on the Internet, which has changed the flow of information, media formats, communication forms and broadened the discussion of just about anything into a global conversation.

In this class, students will create a creative portfolio of ad concepts that they can use to in a job search in ad agencies or other firms and organizations.

Learning Goals and Required Skills:

1. Learn to work in a 2-person creative team.
2. Learn to create advertising concepts and ideas, writing for print ads, brochures, direct mail, television and radio commercials and selected online communication forms. Learn to apply creativity to other actions outside of the advertising world.
3. Learn to write with consciousness, clarity, artistry, rhythm and spare amounts of words to infuse the language with power, emotion, humor and depth.
4. Learn to write to convince, advocate and sell.
5. Learn to understand and use design. Learn to think like a designer, applying it to all forms of Communication and creativity.
6. Learn to recognize marketing strategy and focus it laser-sharp for creative strategy.
7. Learn a level of excellence leading to judgment of what is fine creativity in the advertising industry and in other industries.
8. Learn how to think in a focused manner, critically and creatively.
9. Learn how to be innovative, entrepreneurial thinkers who take risk.

Class Methodology and Work:

The class will be set up as a seminar and workshop on creativity and creative communication, using advertising copywriting as its methodology. It will be conducted as if you are in a creative agency, preparing you for the workforce.

Classes will consist of a weekly in-depth exploration into excellence in advertising, viewing award-winning advertising forms, followed by analysis, questions and discussion.

Readings on creativity and innovation, as well as change in the advertising industry influenced by a new era of communication will be part of weekly lecture and interactive discussion. Students will learn as much from the critiquing, as they will from reading, lectures, trips and actual creative teamwork.

Classes will include a night at an ad agency. Leading creative directors, copywriters, art directors and TV commercial producers will be guests in class at different times.

Students must make every effort to come to each class, as if you were an employee of this agency. You will have a teammate who will be dependent on your weekly presence. As a team, you have a responsibility not just to the agency, but to your teammate. If you are not present, your teammate has downtime and is not productive.

You are going to leave this class and go out into the world as professionals in the Communications business. Therefore, this class will be set up as a disciplined communications agency, with clients, deadlines and expectations. Treat it like you would a job, with great responsibility.

WORKING ON THE WALLS:

This class is about thinking, strategizing and creating. Following design strategy culture, you will experience very few PowerPoint presentations from me in this class. Most of our work will be done on the walls, with flip chart paper, colored pens, colored post it notes and on the whiteboard. You and your teammate will be working on the walls as well. You will be presenting your ideas on the walls. I will be using many YouTube segments, websites, music recordings and other entertainment media.

GO WITH THE FLOW:

Below are assignments, grading, and curriculum and class schedule. Creative people never, ever stick to rigid assignments and schedules. So don't not look at any of this as engraved in stone. Things will change. Welcome to the world of creativity, innovation, advertising and entrepreneurship. In past semesters, I had students jump ahead and do assignments I decided in the end not to assign. Go with the flow. This is as much a real life learning experience as anything else is.

Assignments and Grading:

Final Project Campaign: 50% of grade

Your final project will be you and your teammate's creation of an advertising campaign for a specific product or service. You will be required to create a marketing strategy document, a creative strategy, five print ads, two television

commercials, one radio commercial, a brochure and your choice of Internet form of communication.

Oral presentation of final project: 10% of grade

The oral presentation will need to reflect the creative theories you have studied in class, the great creative thinkers you have read and the discussions we have had. How you set up your final oral presentation itself with a concept and an innovative, creative approach that will frame the delivery of your advertising campaign will determine this portion of your grade.

Active participation in class discussions: 10% of grade

Assignment 1: Individual Written Assignment: 10% of your grade

From the readings and discussions on theories of creativity and the class explorations into award-winning advertising, choose a campaign and analyze it from the background of the readings and discussion. Choose two different angles of analysis and write up each angle as an ad with a headline and long copy, as if you were selling a point of view to an audience. (You will know what long copy is by this class.)

Assignment 2: Individual Written Assignment: 10% of your grade

From the readings and discussions on changes in the advertising industry due to a new era of Internet communications and globalization, create a 60 second radio spot selling a class for corporate marketing people which would deliver this information and discussion.

Portfolio Review: Midway review of your team portfolio of ads which have been presented each week in class: 10% of your grade.

You will have been receiving consistent weekly reviews of your team concepts and writings. This grade will be based upon whether or not you are achieving expected excellence based on the critiques.

Books:

The following books will be texts for this class. I know many of you will want to download these books. But these are the kinds of books you will want to keep for the rest of your life. Aside from the first two book, I urge you to buy the real books. However, it is up to you.

1. Steve Jobs by Walter Isaacson (You can download this for less than half the book store price, around \$13.00)
2. Change by Design by Tim Brown

3. The Advertising Concept Book by Pete Barry
4. How 30 Great Ads Were Made: From Idea to Campaign by Eliza Williams
5. Game Changers: The Evolution of Advertising (A Taschen book)
6. Ogilvy on Advertising by David Ogilvy
7. The Art of Client Service by Robert Solomon

These are eight books you will want to keep for the rest of your life. I recommend you get them in print and not as an online version, if you can.

In addition, please read this article for the first night of class:
<http://www.nytimes.com/2014/07/20/opinion/sunday/the-end-of-genius.html>

Academic Integrity:

The Annenberg School for Communication is committed to upholding the University's Academic Integrity code as detailed in the SCampus Guide. It is the policy of the School of Communication to report all violations of the code. Any serious violation or pattern of violations of the Academic Integrity Code will result in the student's expulsion of the Communication major or minor.

The School and the University is committed to the general principles of academic honesty that include and incorporate the concept of respect for the intellectual property of others, the expectation that individual work will be submitted unless otherwise allowed by an instructor, and the obligations both to protect one's own academic work from misuse by others as well as to avoid using another's work as one's own. By taking this course, students are expected to understand and abide by these principles. All submitted work for this course may be subject to an originality review as performed by TurnItIn technologies (<http://www.turnitin.com>) to find textual similarities with other Internet content or previously submitted student work. Students of this course retain the copyright of their own original work, and TurnItIn is not permitted to use student-submitted work for any other purpose than (a) performing an originality review of the work, and (b) including that work in the database against which it checks other student-submitted work.

Students with Disabilities:

Students requesting academic accommodations based on a disability are required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP when adequate documentation is filed. Please be sure this letter is delivered to the professor as early in the semester as possible. DSP is open Monday-Friday, 8:30-5:00. The office is in the Student Union 301 and their phone number is (213) 740-0776.

Class Sessions:

Week 1: August 22th, 2016:

1. This first class will set up the intersections of this semester between creativity, advertising, copywriting, big idea creation and the Presidential campaign.
2. These intersections will demonstrate the practice of the Undulating Space, the methodology of controlled chaos that you will be using for idea creation. (I don't expect you to understand any of this right now. But you will.)
2. The Best of Advertising. The YouTube show of award winning TV commercial for products and politics.
2. Deconstruction of the creativity of the commercials
3. Introductions of your classmates
5. Review of curriculum
6. Discussion of the required reading articles which I sent you earlier this week.
7. Lecture: The creative team approach
8. Setting up the Undulating Space: How to create an idea

Questions for in class discussion:

1. Why did you choose a class on creativity
2. Give a one minute explanation of which candidate you prefer and why.

Homework:

This first week, homework will be light. People may drop out. And others may enter

Reading:

The first hundred pages of the Steve Jobs book. The way we tackle readings in class is in group interchange and then as a class we use the Design Thinking model. If you don't read the assignment, it will be obvious to me, your group and the entire class.

Read the Sunday New York Times for every article about the Presidential campaign. Bring the articles to class for discussion. You will be divided into discussion groups in which you **MUST** participate. Also, you must come with opinions, ready to risk putting them out to your group. **NO ONE SITS SILENT.** You are Communication students. It means you love communicating.

The rest of the classes will be described in this document, after we move through the first week.

Class Sessions

Week 1:

August 22, 2016

1. The Best of Advertising. The Youtube show of award winning TV commercials.
2. Deconstruction of the creativity of each commercial.
3. Introductions
4. Explanation of class
5. Review of curriculum
6. Discussion of the required reading article, "The End of Creative Genius" from the New York Times.
7. Lecture: The creative team approach
8. Discussion of the assignment, "Choose your favorite product or service, explain why and imagine what the conversation was between the creative team."

Break out:

- Five minutes speed dating: For half an hour choose different people in the class for five minute intervals to discuss your product choices with them from this evening's lecture.
- Based on your discussions, choose your teammate for the semester.

Homework:

1. Read Change by Design, whole book
 2. Read NYT
 3. Writing Assign: Ad---Why vote
 4. Read Design Thinking---the entire book.
- Meet with your teammate to discuss Design Thinking
 - Collaborating with your teammate, discuss the book and write down the ten most important things you learned from Change by Design

Week 2:

August 29, 2016

1. Deconstruction of TV Commercial: Apple 1884
2. Discussion of homework
3. Review of completed syllabus
4. Discussion of Change by Design: Heba
5. Discussion NYT articles and discuss the next step
6. Social Media 1: Chris
7. Discussion of "The End of Creative Genius" on teamwork
8. Divide into teams
9. The Creative Brief

Homework:

1. Read the first 100 pages of Steve Jobs
2. Read about the Creative Brief, in the Advertising Concept book.
3. Pick your top ten favorite ads out of the book Game Changers.
 - Each person picks their own ads.
 - Get together with your teammates and discuss each of the ads each of you picked and talk why you like this ad.
 - Delve into its concept/headline, it's visual, it's copy, it's tone, it's feeling, and discuss this.
 - Make a copy of each ad and come prepared to past it on the wall in the classroom. (There will be tape.)
 - Make another copy of all ten ads for yourself and put them in a binder, or whatever. These will be your guides for the semester and every class. Bring those ten ads with you to each class from now on.
4. Choose one of those ads and write a creative brief for it. No more than two pages.
5. Now together with your teammate, write the top ten messages for your candidate and write a two-page creative brief for your campaign.
6. Read the New York Times and pick out your two articles.

Week 3: Labor Day
September 5, 2016
NO CLASS

Week 4:
September 12, 2016

1. Review of best political ads and TV commercials
2. Discussion of first hundred pages of Steve Jobs
3. Discussion of your creative briefs and top top ten messages for your political campaigns: Heba
4. Social marketing 2: Chris
5. Review of your top ten ads
6. Lecture: The Undulating Space: How to create an idea.
7. Class time to create your undulating space and your first concepts
8. Presentation of your concepts
9. Critique of concepts

Homework:

1. Read the second hundred pages of Steve Jobs by Walter Isaacson
2. Meet with your teammate to discuss the reading and create your top ten list.
3. Read in the Advertising Concept Book the section on copywriting
4. Meet your teammate and create two more ad concepts. Send them to me, but bring them to class as well to be put on the walls.
5. New York Times
6. Social media homework

Week 5:
September 19, 2016

(I will be gone this week and next. Along with Chris and Heba, Victoria Shaun will be filling in for me. You will meet Victoria in class before.)

1. Review Steve Jobs: Chris and Heba
2. Tape your ad concept homework to the wall and sub, Victoria Shaun will review
3. Victoria will discuss your reading about copy in the Advertising concept book.
4. Class time for half an hour to write your first copy.
5. Presentation and critique: Victoria
6. Social Marketing Lesson 3: Chris
7. NYT article review and discussion of campaign issues: Heba
8. Heba will begin this week to talk about your print and PowerPoint presentation styles, and will continue this education with you throughout the semester.

Homework:

1. Read next 100 pages of Steve Jobs
2. Read about branding and tag lines in Advertising Concept book
3. NYT
4. Meet your teammate to concept a few long copy ads
5. Work individually to write the copy for your long copy ad. Send your long copy ads by Sunday morning to Victoria: victoriashaun@yahoo.com. Also, send all homework to me as well
6. Social marketing homework

Week 6:
September 26, 2014
(Victoria will again be the sub)

1. Review of the best tag lines and branding campaigns
2. Discussion of Steve Jobs: Chris and Heba
3. Review and critique your long copy ads: Victoria
4. Next social media lesson: Chris
5. Discussion of NYT and framing of the issues: Heba
6. Discussion on branding and tag lines : Victoria
7. Workshop time on tag lines
8. Presentation and critique: Victoria

Homework:

1. Finish Steve Jobs
2. Read in the Advertising Concept Book about outdoor.
3. Meet your teammate to create 5-10 potential tag lines for your campaign
4. Social media homework

Week 7:

October 3, 2016

(Second night of the Jewish New Year. But because I have missed the last two weeks, I'm showing up to class. If anyone is observing the New Year, let me know.)

1. Students gives me a quick catch up on progressed while I was gone
2. Review of best outdoor advertising ever
3. Final discussion on Steve Jobs led by me
4. All your work of the past weeks while I was gone should go up on the walls.
5. Social media lesson: Chris
6. NYT and issues: Heba
7. Review of your tag line homework
8. Outdoor workshop time.

Homework:

1. Assigned reading in Advertising Concept Book about television commercials
2. Read the the 30 best TV ad book
3. Meet with your teammate to create an outdoor campaign of 5 ads.
4. Create one more print ad and write copy.
5. NYT
6. Social media homework

Week 8:

October 10, 2016

(This is not a three day weekend. Be in class.)

1. The Red Table: Gary, Chris, Heba and guest
2. Second half of class:
3. Presentation of your outdoor campaigns
4. Review of reading on television commercials
5. Lesson on television commercials
6. NYT Review: Heba

Homework:

1. Assigned reading, including reading about radio commercials in the Advertising Concept Book
2. Create concepts for three television commercials.
3. Social media homework
4. NYT

Week 9:

October 17, 2016

1. Best radio commercials ever
2. Review of reading
3. Review of our television commercials and critique
4. Workshop of radio commercials
5. Social media follow up on Red Table
6. NYT issues review

Homework:

1. Reading to be assigned
2. Write two radio commercials: One is a team assignment. One is an individual assignment
3. NYT

Week 10:
October 24

Week 11:
October 31

Week 12:
November 7

Visit to ad agency for one whole class, another Red Table, explorations, lectures, reading and break outs into concepts, design, type, copy, print ads, radio, TV and online advertising. Guest lecturers. All this is to evaluate where we are and pull together all the other information and workshops you will need.

For the week of November 7, you will need to turn in your completed campaigns for grading.

FOR OCTOBER 31ST: HALLOWEEN:

Requirement: By now you will be well educated in concept, ideas and design. Each student will be required to show up to class in the most creatively designed costume concept possible, along with a written ad or produced communication about your costume idea, that is connected to your presidential advertising campaign. (Not everyone can come as just Hillary or Donald! Be more creative.) Your costume will be part of an online campaign that we will create that evening. Your costume, communication and online efforts will be graded.

Week 13:
November 14

Week 14:
November 21

Week 15:
November 28

Total class time devoted to preparing your final campaigns. Your finals will be to now create a complete campaign of all we have learned for bringing the country together, after the elections. These last classes will all be workshops and critiques, so you can get your campaigns to the A level. However, you and your teammate will need to be working many hours out of class as well. Chris, Heba and I will explain to you what the presentation formats must be for your final projects.

Week 15:
November 29, 30, December 1, December 2
Final presentations. Must be presented orally, as well as presented in a folder and as a PowerPoint.
Heba will be teaching you throughout the semester about your power point and print presentation styles.