



MASC 450

STYLE

BAKED DAILY

PREMIUM QUALITY

1148 TEMPLE ★ M/W 9:30 - 10:45 AM

OVERVIEW

The goal is a simple one, crank out a lot of work that makes it to your portfolio. You'll have many projects and will work with many of your classmates. We'll concentrate on individual concept directions, then see if they are worthy to be executed. This will require you to work quickly, efficiently and to be a self-starter. My goal as your instructor is to tap into your unique creativity. You'll create work that incorporates your experiences, personality traits, strengths, weaknesses, sense of humor and passions. You'll be challenged to solve problems with unexpected creativity. You'll think in big, creative and strategic concepts then produce campaigns across a variety of mediums. This course culminates in a final presentation for COBE at VCU, a not-for-profit client. Using the creative brief developed by the client, teams will produce work that delivers on those needs. Throughout this project students will be given the opportunity to reflect on their experience.

TEXT

There is one required text for this course: *How to Train Ideas to Come When They're Called* by Suzanne Pope. This is an ebook provided to you at no cost and can be found in the "Course Documents" folder on Blackboard.

LEARNING ACTIVITIES

Learning activities may involve lectures, tutorial discussions, workshops, in-class exercises and team projects. Class participation during critiques is key to this course. Evaluating the work of others helps sharpen critical, analytical and communication skills. Please always be respectful of others. Comments will be about the work, not the person. This is how the industry works.

RESOURCES + MATERIALS

Lecture decks and other learning resources will be provided to you on Blackboard. Using outside sources of inspiration for your craft is encouraged. A sketchbook, lots of paper and black sharpies are required for the conceptual phases of your work.

YOUR GRADE

Don't take this course for a grade. Do it for the experience. Work hard and the grade will take care of itself.

Project Work 65%

You'll be working on four equally weighted projects this semester. You'll be paired with partners and collaboration is a key element. Make the most of every opportunity and you'll end up with something great. Pay special attention to the craft and the presentation of your ideas, it counts. When concepts are due organize your work on the wall at the beginning of class. When projects are due print them out in high resolution / full color and post them on the wall.

Individual Presentation 10%

You will have one individual presentation. Your participation and effort on this assignment will be graded accordingly.

Quiz 10%

There will be a quiz consisting of questions that should be obvious if you read *How to Train Ideas to Come When They're Called*. If you cannot take the quiz, talk with me before the quiz or as soon as possible.

Final Exam: Individual Portfolio 15%

Your final exam will be an individual online portfolio that showcases how far you've progressed during the semester and should include all four projects from this course. Use the time beforehand to review and redo any work you feel needs it. It is expected that all initial project feedback will be addressed prior to this one-on-one meeting which falls within the final exam window at the end of the semester.

Extra Credit

There will be no extra credit assignments given in this course.

DEADLINES

In your professional careers you will have numerous deadlines. It is extremely important for you to hit these deadlines on time or finish up early. The same rules apply for this course. Late work will be penalized as follows:

Under 1 hour late:	3 points off
1 to 2 hours late:	5 points off
2 to 24 hours late:	10 points off
Each additional 24 hours:	10 points off

GRADING SCALE

100	A+
95	A
91.5	A-
88.5	B+
85	B
81.5	B-
78.5	C+
75	C
71.5	C-
68.5	D+
65	D
61.5	D-
0-59	F

CLASSROOM RULES

- 1 Presentations and lectures need everyone's attention and contribution. Electronics use during these times will result in a one-point deduction on the course grade.
- 2 Be on time every time. One-point deduction on the course grade for each late arrival.
- 3 Show up to every class. Two missed classes = 3-point reduction in the course grade. Three missed classes = 10-point reduction in the course grade. After three missed classes, the course grade will be lowered 10 points for each missed class. Arriving late or leaving early = half absence. If you have any concerns or problems coming to class, be as proactive as possible. If accommodations are warranted, make ups will address all missed class time.

TECHNOLOGY + THE COMPUTER LAB

Our school offers ample computer lab hours to provide you with the resources to do your work. We have the best free labs on campus. No other undergraduate program provides students with free printing and open lab hours. Please take full advantage of this opportunity. Working in the lab helps you in these ways:

- ✳ Your work will improve by getting feedback from others
- ✳ Lab monitor and friends can help you with problem solving
- ✳ You will learn more working in the lab than you will at home

In addition to the Mac lab it is also strongly recommended that you have the appropriate software on a personal Apple computer. In any case, you should always back up your work on a personal hard drive or flash drive. Technology is great but it fails from time to time.

CLOSING THOUGHTS

Advertising can be an extremely exciting and rewarding career. However, you have to love the process of making ads - from the early conceiving stages to the tweaking and fine-tuning during the execution stages. If you have fun during the process, if you truly enjoy the journey, the work will be better.

VCU Statement of Service-Learning

Service-learning at Virginia Commonwealth University is a course-based, credit-bearing educational experience in which students participate in an organized service activity that meets community-identified needs. Service activities may be direct (e.g., mentoring youth, volunteering with patients, working in community gardens) or indirect (e.g., creating research reports, designing online or print materials); may be individual or group-based; may occur either on- or off-campus; may be scheduled at varying times of the week/day; may be focused in different parts of the city, and may involve a variety of community organizations. Individual service-learning classes do not offer all of these options. Students are expected to familiarize themselves with the service activity options that are available in this class and to select from the available options the option that best suits their needs and interests. Students in all VCU service-learning classes participate in reflection activities that are designed to increase students' understanding and application of course content and to enhance their sense of civic responsibility.

Syllabus Statement From VCU

go.vcu.edu/syllabus

JAYADAMS.COM

JAY ADAMS

2208G TEMPLE

OFFICE HOURS

MON/WED 11AM - 12PM & TUE 9:30AM - 12:30PM

jwadams@vcu.edu 804-928-8918 (ccll)