

## **MASC 204 STORY: THE ART OF STORYTELLING - FALL 2015**

TEMPLE BUILDING RM 2211 | TUESDAY & THURSDAY 11:00 AM - 12:15 PM

"Humans crave stories and advertising, at its best, has always been about the business of storytelling to build brands." - *Simon Bond*, Chief Marketing Officer, BBDO

INSTRUCTOR:	Jay Adams	OFFICE:	2208H Temple
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Semester course; 1 lecture and 4 laboratory hours. 3 credits. Prerequisites: MASC 101 and 201, UNIV 111, completion of college computer assessment and cumulative GPA of 2.5. Focuses on writing for advertising and consumer communications (the best advertising tells stories to which consumers can relate). Students study the parts of a story, what makes a story interesting and how to find those things. Practice includes looking for, finding and constructing a story. A survey of many different ways storytelling is involved in making advertising. Practice in applying storytelling skills to several advertising and communication projects.

### **CLASS OBJECTIVES**

In this course you'll become a good storyteller. You'll learn how to tell a brand's story through concept creation and execution. You'll create work that incorporates your experiences, personality traits, strengths, weaknesses, sense of humor and passions.

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. You'll become a confident presenter of your thinking, making a persuasive case for your work.

### **TEXTS & MATERIALS**

There are two required texts for this course:

*How to Train Ideas to Come When They're Called*

Author: Suzanne Pope; ebook (Digital copy will be provided)

*Hey Whipple, Squeeze This FOURTH EDITION: A Guide To Creating Great Ads*

Author: Luke Sullivan; ISBN: 9781118101339

### **MATERIALS**

A sketchbook, lots of paper, black sharpies and a computer to create / print your final work.

## **YOUR GRADE, DECONSTRUCTED**

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 - 50%**

You'll be working on several creative projects this semester. The work must speak for itself. Advertising is a subjective business and everyone has an opinion, but in this class it's mine that counts the most.

You'll have work due almost every class, most of which will be critiqued by your classmates. The purpose of a critique is to create a dialogue about your work. You'll learn from others as they go through this process and you'll learn as you contribute. Please always be respectful of others. Comments will be about the work, not the person. This is how the industry works.

Students will vote for the three best pieces in each round of projects. Based on these votes, the top rated work will get the best grade. The next level will get the next highest grade, the third level will get a lower grade and so on. Jay will evaluate all of the work, exercising the right to increase a class evaluation grade. However, Jay will not lower a grade given by the class.

Sometimes you will be paired with partners in this class. It's not fair to sit back and let them do all of the work. You'll evaluate one another at the end of each project through peer evaluations. Therefore, if you choose to blow off an assignment I'll hear about it.

Pay special attention to the craft and the presentation of your ideas, it counts. Accurate grammar and spelling count too (points will be taken off of your work if you fail to abide by this rule). For concepts, your handwriting should be large enough / neat enough to be viewed from 10 feet away. Please put your name on the back of your projects. Work should be organized on the wall at the beginning of class. If you cannot make a deadline turn it in early. Late or incomplete work will count against your grade.

### **Quizzes - 20%**

There will be several quizzes consisting of questions that should be obvious if you read the assigned texts. If you're going to miss a class on a quiz day please talk with me beforehand so that a make-up quiz can be assigned.

### **In-Class / Homework Assignments: 20%**

Your participation and effort on these assignments will be graded accordingly.

### **Participation - 5%**

I want involvement, whether that's being vocal about your own work or others. This is an interactive business and there needs to be discussion. The best in the business know how to bring out the best in others. They're the ones everyone wants to work with.

### **Work Ethic - 5%**

There is no substitute for it. The people that push themselves are the ones that will go the farthest, both in this class and in this business. I want to see your process and how you work. Show me the effort.

## GRADING SCALE

98-100	A+
94-97	A
90-93	A-
87-89	B+
84-86	B
80-83	B-
77-79	C+
74-76	C
70-73	C-
67-69	D+
64-66	D
60-63	D-
0-59	F

## CLASSROOM RULES

1. Please do not use any electronic devices during class lectures and critiques. Break this rule once and get a warning. **Break it twice and you will lose 1 full point from your final grade.**
2. Our class will always start on time, at which point the classroom doors will be closed. If you're late, I will have to stop class to let you in. This does not come without penalty. **Tardy students will lose 1 full point from their final grade each time they are late.** Being late is like missing a deadline. Miss a deadline at an agency and you'll likely be terminated. Don't make excuses. Clients don't want to hear them and neither do I.
3. We'll meet twice a week and your attendance will affect your grade. I expect to be notified by text, phone or email if you will not be present. **You are allowed one unexcused absence in this class. Students with a second unexcused absence will lose 3 points from their final grade. Students with a third unexcused absence will have their final grade lowered by one letter. For each subsequent absence your grade will be lowered another letter.**
4. Should you become ill and miss one or several of our class meetings, please provide a doctor's note to me within 48 hours of your initial absence.

### **VCU Email Policy**

Email is considered an official method for communication at VCU because it delivers information in a convenient, timely, cost-effective, and environmentally aware manner. Students are expected to check their official VCU email on a frequent and consistent basis in order to remain informed of university-related communications. The university recommends checking email daily. Students are responsible for the consequences of not reading, in a timely fashion, university-related communications sent to their official VCU student email account. This policy ensures that all students have access to this important form of communication. It ensures students can be reached through a standardized channel by faculty and other staff of the university as needed. Mail sent to the VCU email address may include notification of university-related actions, including disciplinary action. Please read the policy in its entirety: <http://www.ts.vcu.edu/kb/3407.html>.

### **VCU Honor System: Upholding Academic Integrity**

The VCU Honor System policy describes the responsibilities of students, faculty and administration in upholding academic integrity, while at the same time respecting the rights of individuals to the due process offered by administrative hearings and appeals. According to this policy, "Members of the academic community are required to conduct themselves in accordance with the highest standards of academic honesty and integrity." In addition, "All members of the VCU community are presumed to have an understanding of the VCU Honor System and are required to:

- Agree to be bound by the Honor System policy and its procedures;
- Report suspicion or knowledge of possible violations of the Honor System;
- Support an environment that reflects a commitment to academic integrity;
- Answer truthfully when called upon to do so regarding Honor System cases;
- Maintain confidentiality regarding specific information in Honor System cases."

More information can be found at in the VCU policy library at <http://www.assurance.vcu.edu/Policy%20Library/Honor%20System.pdf>.

### **Student Conduct in the Classroom**

According to the Faculty Guide to Student Conduct in Instructional Settings (<http://www.assurance.vcu.edu/Policy%20Library/Faculty%20Guide%20to%20Student%20Conduct%20in%20Instructional%20Settings.pdf>), "The university is a community of learners. Students, as well as faculty, have a responsibility for creating and maintaining an environment that supports effective instruction. In order for faculty members (including graduate teaching assistants) to provide and students to receive effective instruction in classrooms, laboratories, studios, online courses, and other learning areas, the university expects students to conduct themselves in an orderly and cooperative manner." Among other things, cell phones and beepers should be turned off while in the classroom. The Student Code of Conduct also prohibits the possession of or carrying of any weapon. For more information see <http://register.dls.virginia.gov/details.aspx?id=3436>.

### **Students with Disabilities**

Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, as amended, require that VCU provide "academic adjustments" or "reasonable accommodations" to any student who has a physical or mental impairment that substantially limits a major life activity. To receive accommodations, students must request them by contacting the Disability Support Services Office on the Monroe Park Campus (828-2253) or the Division for Academic Success on the MCV campus (828-9782). Please also visit the Disability Support Services website at

[www.students.vcu.edu/dss](http://www.students.vcu.edu/dss) and/or the Division for Academic Success website at [healthsciences.vcu.edu/DAS/](http://healthsciences.vcu.edu/DAS/) for additional information.

Any student who has a disability that requires an accommodation should schedule a meeting with the instructor at the student's earliest convenience. Additionally, if coursework requires the student to work in a lab environment, the student should advise the instructor or a department chairperson of any concerns that the student may have regarding safety issues related to a disability. Students should follow this procedure for all courses in the academic semester.

### **Statement on Military Short-Term Training or Deployment**

If military students receive orders for short-term training or for deployment/mobilization, they should inform and present their orders to Military Student Services and to their professor(s). For further information on policies and procedures contact Military Services at 828-5993 or access the corresponding policies.

### **Excused Absences for Students Representing the University**

Students who represent the university (athletes and others) do not choose their schedules. Student athletes are required to attend games and/or meets. All student athletes should provide their schedules to their instructors at the beginning of the semester. The Intercollegiate Athletic Council strongly encourages faculty to treat missed classes or exams (because of a scheduling conflict) as excused absences and urges faculty to work with the students to make up the work or exam.

### **Campus Emergency Information**

What to Know and Do to Be Prepared for Emergencies at VCU:

- Sign up to receive VCU text messaging alerts. Keep your information up-to-date. Within the classroom, the professor will keep his or her phone on to receive any emergency transmissions.
- Know the safe evacuation route from each of your classrooms. Emergency evacuation routes are posted in on-campus classrooms.
- Listen for and follow instructions from VCU or other designated authorities. Within the classroom, follow your professor's instructions.
- Know where to go for additional emergency information.
- Know the emergency phone number for the VCU Police (828-1234).
- Report suspicious activities and objects.
- Keep your permanent address and emergency contact information current in eServices.

### **Important Dates**

You can view important dates for the Fall 2014 semester in the university calendar ([http://academiccalendars.vcu.edu/ac\\_fullViewAll.asp?term=Fall+2014](http://academiccalendars.vcu.edu/ac_fullViewAll.asp?term=Fall+2014)).

### **VCU Mobile**

The VCU Mobile application is a valuable tool to get the latest VCU information on the go. The application contains helpful information including the VCU directory, events, course schedules, campus maps, athletics and general VCU news, emergency information, library resources, Blackboard and more. To download the application on your smart phone or for more information, please visit <http://m.vcu.edu>.

### **Class Registration Required for Attendance**

Students may attend only those classes for which they have registered. Faculty may not add students to class rosters or Blackboard. Therefore, if students are attending a class for which they have not registered, they must stop attending.

### **Withdrawal from Classes**

Before withdrawing from classes, students should consult their instructor as well as other appropriate university offices. Withdrawing from classes may negatively impact a student's financial aid award and his or her semester charges. To discuss financial aid and the student bill, visit the Student Services Center at 1015 Floyd Avenue (Harris Hall) and/or contact your financial aid counselor regarding the impact on your financial aid. Contact information for the University Financial Aid Office is available at <http://www.enrollment.vcu.edu/finaid/contact-us/>.

### **Student Financial Responsibility**

Students assume the responsibility of full payment of tuition and fees generated from their registration and all charges for housing and dining services, and other applicable miscellaneous charges. Students are ultimately responsible for any unpaid balance on their account as a result of the University Financial Aid Office or their third party sponsor canceling or reducing their award(s).

\*Content Last updated July 2014