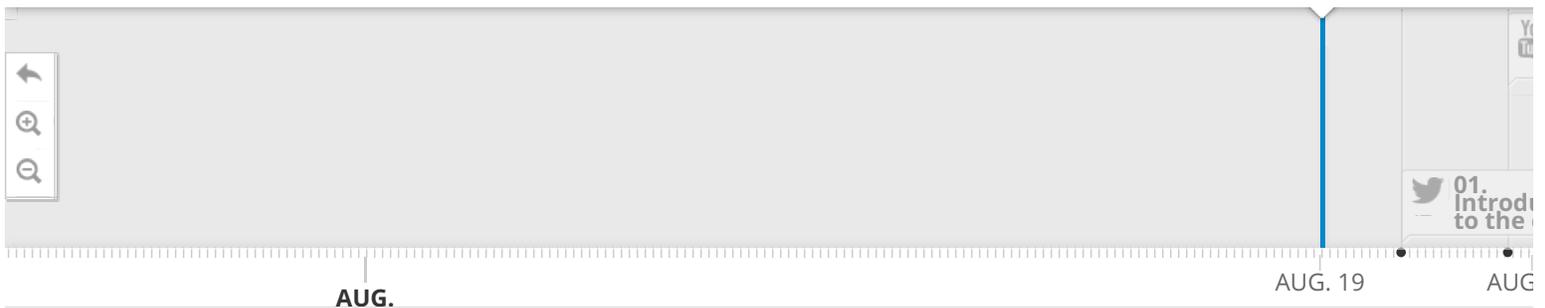




<http://www.artcopycode.com>

A film that's context-aware and different every time it's viewed. Everything about the film, except for the narration, is dynamic. Scenes change based on the viewer's location, local weather and time of day, and the people, work and news featured are different each time it's viewed. The film is a living demonstration of how art, copy and code can make storytelling richer and more personal.



Syllabus

This course meets 12:30-1:45 p.m. on Tuesdays and Thursdays in Carroll 268 (Park Library computer lab).

Instructor

Joe Bob Hester, Ph.D

Materials

The required textbook for this course is

Objectives

This course is designed to help you

Associate Professor

Office: 233 Carroll Hall

Office hours are 2:00-3:00 p.m. on Tuesday, Wednesday, and Thursday or by appointment at other times. These hours are made available to provide you with time outside of the classroom for discussion of matters related to course work, as well as for academic and/or career advising.

Email joe.bob.hester@unc.edu

Twitter [@joebobhester](https://twitter.com/joebobhester)
(Please use the #J271_3 hashtag.)

Facebook [joebobhester](https://www.facebook.com/joebobhester)

LinkedIn [joebobhester](https://www.linkedin.com/in/joebobhester)

Hey Whipple, Squeeze This! The Classic Guide to Creating Great Ads by Luke Sullivan with Sam Bennett (available at Student Stores).

You will also need access to a dictionary and thesaurus (print or electronic: your choice).

You are required to create a public account on codecademy.com for this course. You will also need a Twitter account.

You will need some type of online storage, such as Dropbox.

There are a number of other supplies you will need in order to complete the assigned exercises and projects. The actual list will vary from student to student. We'll discuss the need for supplies in more detail in class.

discover your own creativity and to learn how to express yourself in the form of effective advertising. The course will exercise, challenge and improve your ability to develop sound and coherent advertising strategies and to express those strategies creatively as advertising ideas and messages that are compelling, interesting and persuasive. By the end of the course you should have greater knowledge and more skills in a number of areas that will be useful to you not only as a copywriter or art director, but also as an account manager, media buyer, or media sales representative.

Course Format

Regardless of the area of advertising you choose as a career, an understanding of the role of creative strategy in advertising is essential. In addition, there are certain skills that will improve your ability to not only create good advertising, but to work with creatives and evaluate creative executions. This course uses class meeting times to work on these skills.

INTERNET ARCHIVE
WayBack Machine

NOTE: 1 captures
28 Aug 14 - 28 Aug 14

Go

2013 **AUG 28** 2014

Requirements & Grading

Course grades are assigned using the University of North Carolina Grading System.

There are no formal exams in this course.

Grades are determined by class participation and performance on various assignments. Grading criteria vary by

Attendance & Participation

Regular class attendance is a student obligation, and a student is responsible for all the work, including tests and written work, of all class meetings. This course operates under the University of North Carolina Class Attendance Policy.

Students are expected to actively

Academic Integrity & Counseling

This course operates under the Honor System of the University of North Carolina at Chapel Hill. Plagiarism and other forms of academic dishonesty will not be tolerated in this course, and disciplinary actions will be enforced in any

assignment. Assignments contribute to your final grade as follows:

20% - Final Portfolio Project

10% - Research (group) Assignment

10% - Campaign (group) Assignment & Presentation

10% - Strategy Assignment

10% - Headline Assignment

10% - Copy Assignment

10% - Art Direction Assignment

10% - Coding Assignment

10% - Participation

There are no extra credit projects available in this course.

participate in class discussions by sharing observations, insights and questions with the instructor and members of the class.

Discussion will allow each student to benefit from all the other students' insights and to work toward a final interpretation or understanding that may differ from the one he or she reached individually. This requires that assigned readings and/or homework exercises be completed prior to arrival to class.

Students are responsible for regular and punctual class attendance and should be in their seats before the start of class. Students arriving more than 10 minutes late for class will be counted absent.

instance of academic dishonesty including, but not limited to, cheating, plagiarism, collusion or the abuse of materials. If you have a question about academic dishonesty, it is better to ask than to risk the consequences.

Unless otherwise directed, students should complete all graded academic work in this course on their own, without collaboration, and include a signed honor pledge when it is turned in to the instructor.

It is also the responsibility of the student to make the instructor aware of any problem that may affect the student's successful completion of the course. Any student who, because of a disabling condition, may require some special arrangements in order to meet course requirements should contact the instructor as soon as possible so that the necessary accommodations may be made.

This site's code:

The code is a modification of Keyners freebie template. It's a responsive page coded in HTML5, CSS3 with a jQuery plugin and based on Skeleton grid.

Social



Get in touch

coding2day@gmail.com