

**ISC - 331  
creative  
syllabus**



**course:** ISC - 331  
Creative I

**classroom:** Grehan 115  
Tuesday, Thursday 1p - 215p

**instructor:** Dan Renaud

**office hours:** by appointment

**email:** dan@stormkitchen.com

**phone:** 859.619.7662



**ISC - 331  
creative  
syllabus**



## Meeting

One

## Classroom

About Me  
Why Advertising's Great

## Assignment

Send me an email with:  
Your name  
ISC-331 001  
Your ISC Path  
Your email address

Bring in a Song.

Get Textbook @ Johnny Print  
"Strategic Surprise"  
by Dennis Altman



**ISC - 331**  
**week one**

**Meeting****Classroom****Assignment**

Two

Syllabus

Intro Lecture  
pp 1- 15

Presentations p.84

Prepare a 5 minute Presentation  
that introduces you and in which  
you teach us to do something.hint: this is advertising. You're not  
making a report. Be entertaining.  
Engaging. Informative. Use graphics.  
Or examples.  
5 minutes means 5. Not 6.  
Rehearse and time yourself.

Three

Student Presentations

Advertising's Heroes.  
Read pp 16-30**ISC - 331**  
**week two**



<b>Meeting</b>	<b>Classroom</b>	<b>Assignment</b>
Four	Ad Heroes (pioneers)	Pioneers Exercise
Five	Great Campaigns pp 130-132	Prep for Pioneers Quiz



**ISC - 331**  
**week three**



<b>Meeting</b>	<b>Classroom</b>	<b>Assignment</b>
Six	Pioneers Quiz  Lecture-Presentations “Owning the Room”  Showing & Reading Ads  Distrib. Presentation handout	Review pp 84-94  Write Opening Lines (handout)
Seven	Pro 2 Pro Communication pp 40 – 56	Finish Handout STUDY pp 40-56



**ISC - 331**  
**week four**

**Meeting****Classroom****Assignment**

8

Get 5 Brands to Go

5 Brands assignment  
will count as quiz  
due in meeting 10

9

Strategy Exercise

prep for Presentation

**ISC - 331**  
**week five**



**Meeting**

**Classroom**

**Assignment**

10

Student Presentations  
5 Brands

Study p 57 – 76

11

Strategy Exercise

complete strategy handout



**ISC - 331**  
**week six**



<b>Meeting</b>	<b>Classroom</b>	<b>Assignment</b>
12	PRINT  Headlines & Copy Lecture 96-115 Headline Exercises	Review 96-115 Finish Headline Exercises
13	Review Homework  Distrib Real Ideas Assign	Review Idea Factory Assignment  Real Ideas Assignment Due in Meeting 16



**ISC - 331**  
**week seven**



**Meeting**

**Classroom**

**Assignment**

14

RADIO

Read Radio pp 144-156  
Radio Handout

15

Review Radio Assignmen t  
New Team Radio Exercise (in class)



**ISC - 331**  
**week eight**



<b>Meeting</b>	<b>Classroom</b>	<b>Assignment</b>
16	TV	Watch TV for 2 hours Bring in descriptions of 3 sights you've never seen.
17	TV	TV Handout



**ISC - 331  
week nine**



<b>Meeting</b>	<b>Classroom</b>	<b>Assignment</b>
18	Direct	Direct Handout
19	Real Ideas Presentations Give Agency Assignments Presentation in Meeting #30	



**ISC - 331**  
**week ten**



<b>Meeting</b>	<b>Classroom</b>	<b>Assignment</b>
20	TV Something you never saw before exercise	TV handout
21	TV	TV Production Handout



**ISC - 331  
week eleven**



<b>Meeting</b>	<b>Classroom</b>	<b>Assignment</b>
22	Relationship Marketing	
23	Big Ideas	Big Ideas Handout (Major Quiz in Meeting #26 on Glossary Ad Terms)



**ISC - 331**  
**week twelve**



<b>Meeting</b>	<b>Classroom</b>	<b>Assignment</b>
24	Geurilla Marketing	Guerilla Handout Prep for quiz
25	Quiz on all Advertising Terms in Glossary	



**ISC - 331**  
**week thirteen**



<b>Meeting</b>	<b>Classroom</b>	<b>Assignment</b>
26	Major Quiz on Advertising Terms	
27	Agency Present Prep	Agency Present Prep



**ISC - 331**  
**week fourteen**



<b>Meeting</b>	<b>Classroom</b>	<b>Assignment</b>
28	Agency Present Prep	Agency Present Prep
	Distribute: Peer Evaluation Form	
29	Agency Presentation Prep	



**ISC - 331  
week fifteen**



<b>Meeting</b>	<b>Classroom</b>	<b>Assignment</b>
----------------	------------------	-------------------

30	Agency Presentations	
----	----------------------	--

31	Critiques, Peer Evaluations -	
----	-------------------------------	--

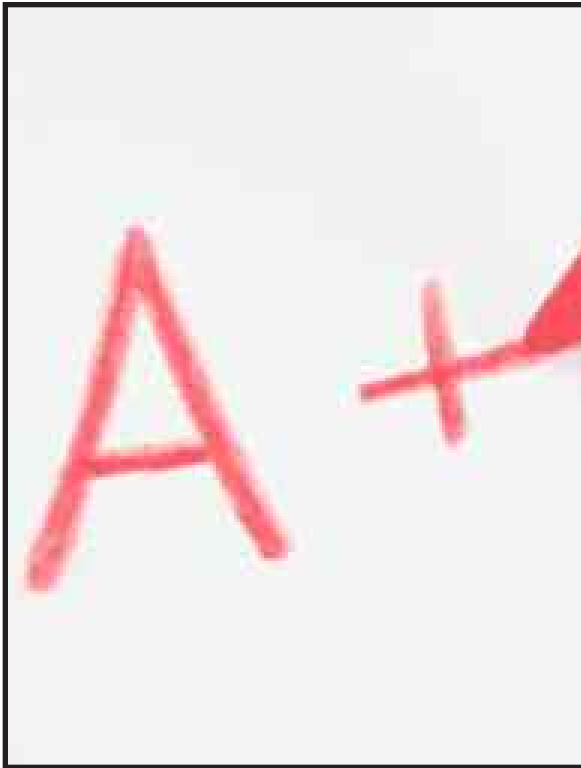
**MANDATORY ATTENDANCE**

**Unless you or a parent or sibline died this week,  
you must be here.**

**If you are deathly sick, wear a mask.**



**ISC - 331  
week sixteen**



Okay, here you go.

The moment you've all been waiting for...  
Grading.

There will be a handful of quizzes, some in-class exercises, a bit of homework and a final presentation (term project).

Quizzes will be based on reading assignments, lecture material, handouts and the like.

All quizzes will be announced ahead of time giving you sufficient time to prepare. Except for a pop quiz or two.

But they'll be easy.

As this is a creative course, we will do things a little differently. There will not be a conventional mid-term or final exam.

In fact, there will not be a lot of convention at all.  
We're creative.

We're supposed to break the rules, remember.



**ISC - 331  
NOTES**



**These are the basis of your grade:**

- 1. Attendance.**
- 2. Classroom discussion/participation.**
- 3. Quality of creative work.**
- 4. Quizzes**
- 5. Presentations**
- 6. Term Project**

But above all, a large part of your success in this class,  
and in the field of advertising  
is what Professor Altman  
likes to call the GAD Factor.

The give a damn factor.

Your role in the term project – the agency presentation –  
counts for a lot.

And even if you're 'not creative' you can still do very well in this class.  
You can still get an "A" if you make up for any lack of creativity  
with enthusiasm, intelligence and effort.



**ISC - 331  
grading**

**Work hard. Study advertising. Bring in ads. Show me you care.**

## **ISC - 331 goals**

My goal is that you come away from this class  
with a working knowledge of creative advertising.  
The foundation.  
Perhaps, even, the beginning of a career in advertising.

If you are on a creative path,  
you will have a greater appreciation for the craft  
and the skill and the hard work required to create  
even the worst of ads and spots.

And if you're on another path,  
you will have a greater appreciation for  
the creatives, the wackos, the art types  
that roam the halls of your future agency.

Be nice to them.

They are the only reason your non-creative job even exists.

And perhaps, along the way, we'll have some fun and laughter.

Keep your ears and your minds open wide.

And please, just give a damn. Because I do.

