ADPR 5990 - ADVANCED CREATIVE EXPLORATIONS
Seminar Series in Advertising and Public Relations

COURSE#: ADPR 5990 Creative Explorations - Seminar Series in Advertising and Public Relations
TERM: Summer 2013 - Short Session I (first two weeks)
LOCATION: Creative Circus – Atlanta
812 Lambert Drive
Atlanta, GA 30302
PERIOD: Monday - Friday 9:30 a.m. – 4:30 p.m.

PURPOSE
This sequence of coursework is designed to train students to think ‘smarter’, more originally, and more creatively in developing and executing marketing communication. The seminar series includes a session dedicated to the brainstorming and concepting processes. In addition, students will gain and polish the skills necessary to craft campaigns across a variety of message vehicles. Attention will be given to fine tuning both visual and verbal communication skills. Students will experience the portfolio school work style and ethic, immersing themselves in an inspiring atmosphere, surrounded by real-time UGA faculty instructors and industry professional mentors and like-minded aspiring student creatives from across the nation.

PREREQUISITES TO RECEIVE COURSE OR TRANSFER CREDIT
All students: must be enrolled at as an undergraduate student at a four-year institution, ideally between the junior and senior year of study.

ADVANCED CREATIVE EXPLORATIONS SEMINAR SERIES SEQUENCE COURSES
• Strategy Development and Creative Teams
• Improving Presentation Skills-Selling Your Ideas
• Advanced Creative Suite Production Methods
• Art Direction for Copywriters

SKILL AREAS EMPHASIZED
• Creative Writing & Copywriting
• Layout & Design, Color Theory
• Branding and Personality
• Critical Thinking
• Portfolio Building & Pitching Ideas
• Advanced Techniques in Adobe CS6 (Photoshop, Illustrator-Infographics, Web Design, Package Design, Digital Magazines)

COURSE SEQUENCE OVERVIEW & FLOW
This summer short session seminar series sequence will run for 2 weeks from 9:30 A.M. to 4:30 P.M. with a morning class from 9:30 - 12:30, 1 hour lunch break, and an afternoon class from 1:30 - 4:30. Classes will continue for two weeks.

Local Atlanta students may commute daily to the Creative Circus. Optional housing and transportation to and from the school daily in the morning and evening are optional for out-of-state or non-local residents. Lunch will be provided each day so that students may use the time to work together.
**COURSE DESCRIPTIONS**

**Strategy Development and Creative Teams**

**Improving Presentation Skills - Selling Your Ideas**
Focuses on professional best practices, self-promotion and career development. Addresses networking practices, social media, portfolio presentation, and industry-specific promotion.

**Advanced Creative Suite Production Methods**
Moves beyond the fundamentals of Adobe Photoshop, Illustrator, and InDesign Creative Suite 6. Demonstrates how to streamline production using real projects, such as digital magazines/interactive documents, creating infographics, website comps, logo/icon production—from sketch to usable vector file, etc.

**Art Direction for Copywriters**
Provides an overview and exploration of copy as both a conceptual expression of an idea and a client-focused, compelling selling tool with exercises in the following: print and point-of-sale headlines, brand positioning statements and tag lines, banner ads, outdoor — both digital and traditional, and elements of body copy. Engages in brand and self-story telling. Emphasizes elements and principles of design applied as real time visual communication and message solutions, including use of color, texture, space, photography and illustration, balance, etc. Familiarizes all disciplines with special skills, techniques, con-straints and freedoms which those who will be their career partners face in the professional world.

**GRADING CRITERIA**
Grades will be assigned for each individual seminar within the sequence and then averaged to yield an overall grade for the course. Grades will be determined based on a ‘review’ with Creative Circus mentors for the assigned seminars in concert with the University of Georgia instructor of record for the class.

**GRADING POLICY**
In accordance with the University’s plus/minus grading system, the following is the breakout for final percentage grades and their corresponding letter grade. Class attendance/participation, assignments, and your final portfolio will be evaluated based on quality and completion.

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*ADVANCED CREATIVE EXPLORATIONS*