ADPR 5991 - ADVANCED CREATIVE APPLICATIONS
Advertising and Public Relations Field Study

COURSE#: ADPR 5991 Creative Applications - Advertising and Public Relations Field Study
TERM: Summer 2013 - Short Session II (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 expose students to the advanced application of creativity in brand storytelling, in crafting compelling messages, and in creating unique brand experiences. Creative solutions and comprehensive problem solving will be stressed throughout. Emphasis will be given to transmedia campaign development. Additionally, students will gain the skills for self-promotion in creative side of the advertising industry. 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 around the nation. Participants in the program will come away with the foundations of an industry-quality portfolio.

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.

All students must have completed ADPR 5990 - ADVANCED CREATIVE EXPLORATIONS, Seminar Series in Advertising and Public Relations, prior to enrolling in this sequence.

ADVANCED CREATIVE APPLICATIONS FIELD STUDIES SEQUENCE COURSES
• Digital Trends in Marketing Communication
• Dipping Your Toe in Type
• Board Games-Applied Creativity
• Firedrill - Concepting & Team Dynamics

SKILL AREAS EMPHASIZED
• Creative Problem Solving & Concepting
• Game Development/Storytelling/Packaging/Marketing
• Advanced Typography
• Digital Knowledge and Transmedia Storytelling
• New Technology Landscape and Tools for Brand Building

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

Digital Trends in Marketing Communication
Introduces the concepts behind new media and trend spotting. Defines and explores the most current technologies, their uses and their effectiveness for different brands, campaign concepts and marketing objectives. Delves into mobile, social and high engagement online media. Discusses the digital medium as a storytelling tool, produces mini projects incorporating each of the topics presented, utilizes appropriate media and presentation for product or message, discusses the history and background for each topic area, formulates concepts utilizing technology resources, produces final projects incorporating concepts discussed and evaluate current and future digital media trends. Projects include: trendspotting/innovation process and tools, mobile, social, the revolution in how we find, buy and consume media, retail, crowdsourcing, gaming and cultural trends.

Dipping Your Toe in Type
Explores type as a graphic communication tool. Encourages self expression and identity development through type faces. Utilizes hand skills in original font development.

Board Games
Emphasizes game play as a problem solving and message delivery mechanism. Incorporates conceptualization and production of a board game, with digital elements using strategic techniques and market research.

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 the Creative Circus instructors for the assigned seminars and 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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A &= 100-94 & C+ &= 79-77 & D- &= 63-60 \\
A- &= 93-90 & C &= 76-74 & F &= 59 \ & below \\
B+ &= 89-87 & C- &= 73-70 & \\
B &= 86-84 & D+ &= 69-67 & \\
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