

# SYLLABUS

## ADV 4930 SPECIAL TOPICS

### Forward Thinking: Understanding and Applying Creative Strategies

Tuesdays+Thursdays, 8:30am-9:20am

Spring 2018 - 3 Credits  
College of Journalism  
and Communications  
The Agency - 1000 Weimer Hall

**INSTRUCTOR:** JIM HARRISON  
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**OFFICE** The Agency, 1000 Weimer Hall  
**OFFICE HRS** by appointment

The most effective way to reach me is by email during the week.

#### DESCRIPTION

This course is structured to provide an in-depth understanding of the mechanisms and psychology of creative thinking, as well as key behaviors, best practices and skills that unlock creative ideas and foster stronger team collaborations. Presentation of case studies and the application of creative techniques to ongoing Agency projects in the second half of the course will engage students in applying creativity to unlock the magic of big ideas.

This class is structured primarily around lectures, required readings, workshop exercises, field research and the application of ideation skills to real projects. All students should be prepared to spend a significant amount of time outside of the allotted class time on process.

Class participation will be emphasized. Students will take responsibility for organizing discussions, researching to find answers/sources of information, documenting and sharing information, problem solving, and working together informally to complete project assignments. Helping others to make their work better is a key skill to develop.

It is expected that all students will actively participate in activities in order that others may benefit from the student's comments and the student will gain necessary presentation skills. All comments are expected to be constructive and honest, note that in the creative field critiques are not a reflection of the person but of the work. The exception to this may be when it is evident the student has not made the necessary effort to solve the problem. Activities and topics have a pedagogical function and will be diverse in concept, content, media, and scope.

The Instructor's primary function is as a facilitator. Class sessions will focus on the topics and work at hand, and establish an environment to do this in the most creative and efficient manner.

#### COURSE MEETING TIMES AND LOCATION

Tuesdays+Thursdays, 8:30am-9:20am in The Agency,  
1000 Weimer Hall

#### OBJECTIVES

Students will learn to:

- Utilize creative habits to see the world differently and solve communications challenges more effectively & memorably
- Explore and cultivate visual and strategic thinking
- Understand how to foster and facilitate creativity within a group dynamic
- Harness the power of lateral thinking to generate more creative thoughts

#### TOPICAL OUTLINE

As an advanced look at creativity, the topics below are a sampling of what will be covered throughout the semester. Additional topics will be incorporated as needed.

- the creative mindset
- creative barriers
- lateral thinking
- group creativity
- design thinking
- brain states
- creative processes

#### REQUIRED MATERIALS

1. Thinkertoys by Michael Michalko. ISBN: 978-1-58008-773-5
2. 4-5 Post-it note pads of various sizes, black markers
3. Additional readings will be provided electronically

#### GRADING + EVALUATION

Information on current UF grading policies for assigning grade points is online at <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>. Grades are based on your overall performance although specific project assignments and roles factor into this evaluation. At your discretion, a private meeting with the instructor once during the semester can be used to discuss your class experience and performance.

Your project grades AND final grade will be assigned based on instructor assessments of your performance in the following categories:

- 50% PROCESS**  
research, concept, ideation, collaboration
- 30% REALIZATION**  
formal resolution, appropriateness of solution, and presentation/communication
- 20% PROFESSIONALISM**  
active participation, motivation, meeting deadlines, professional demeanor with client-partners and peers, proactiveness

## GRADING SCALE

A	100-93	exceptional work
A-	92-90	superior work
B+	89-87	very good work
B	86-83	above average work
B-	82-80	slightly above average work
C+	79-77	adequate, average work
C	76-73	average, borders inadequate
C-	72-70	below average work
D+	69-67	barely meeting criteria
D	66-63	not meeting criteria
D-	62-60	not meeting much criteria
E	59-0	failure to meet most criteria

## MAKE-UP WORK

You are eligible for make-up work only in the event of an excused absence. Work may be different from what is originally assigned. It is your responsibility to ask for make-up work within a week of the absence. If you are absent or tardy it is your responsibility to obtain missed information from another student in the class.

## ATTENDANCE POLICY / DEADLINES

Good attendance and punctuality are expected for this course.

1. Be on time and mindful/present. All excused absences will require appropriate documentation. If unforeseen circumstances arise, as they sometimes do, please email or see the instructor as soon as possible!
2. A missed class does not constitute the extension of a deadline for an assignment. It is a student's responsibility to arrive prepared for every class, whether s/he missed the one before or not, so be in contact with the instructor and classmates to ensure preparedness.
3. Work submitted any time after the due date will be graded down one letter grade each additional day late beyond the assignment due date. An assignment 4 days late will receive an "E" grade.
4. If you foresee a problem in meeting a deadline, you must contact me PRIOR to the due date to make other arrangements. Failure to make any prior arrangements will result in a reduced grade on the project.

## ABSENCES

Two (2) unexcused absences are allowed. After your second unexcused absence, the instructor may lower your grade 10 points for each additional absence. A total of six unexcused absences may result in you receiving a grade of "E" for the final course grade. Leaving early (before class is dismissed by the instructor) without permission is usually considered an absence. Excused absences include religious holidays, a verifiable death in the immediate family or with a doctor's note.

## TARDIES

Late arrivals (more than 5 minutes after class begins) will be marked tardy. Three tardies will be counted as one unexcused absence. It is your responsibility to see that the record is corrected from an absence to a tardy if you are late.

## BEST PRACTICES

- Be open and constructive.
- Critique ideas, not people.
- You are all colleagues—friendship is a bonus.
- Design thinking and creativity requires intensive work. If you just do the minimum, it will show, and this will be reflected in your grade.

## OTHER STRATEGIES FOR SUCCESS

Informal performance will also influence your grades...

1. Timeliness: Meet all final and intermediate deadlines.
2. Quantity/Quality: Exceed the Minimum, Seek Critique.
3. Innovation: Seek Difference not Similarity.
4. Community: Collaborate, Listen and Share.

## THE AGENCY

Your work during the course may be inspired by research or project challenges relating to ongoing client work at The Agency. This is your chance to participate in a very real way, and get a sense of how an advertising & communications agency functions. You will be able to gain a sense of how these creative problems get tackled.

## THE AGENCY POLICIES

If you encounter other problems in The Agency space, first speak with your instructor outside of class. Students will only have access to The Agency area during the 30 minutes preceding class, from 8:00-8:30. At all other times before and after class, The Agency is reserved for Agency team members and professionals. If you notice any strangers or unusual behavior, report it to the University Police. See [police.ufl.edu](http://police.ufl.edu). Dial 911 for emergencies or 352-392-1111 otherwise.

Be community-minded and collegial.

Recycle paper, cans, and reuse other materials.

Throw away trash. Do not leave food lying around.

## UF POLICIES

For detailed UF policies see [www.dso.ufl.edu](http://www.dso.ufl.edu)

## STUDENTS REQUIRING ACCOMMODATIONS

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, [www.dso.ufl.edu/drc/](http://www.dso.ufl.edu/drc/)) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

## COUNSELING AND WELLNESS CENTER

Contact information for the Counseling and Wellness Center: <http://www.counseling.ufl.edu/cwc/Default.aspx>, 392-1575

## ACADEMIC HONESTY POLICY

The university's policies regarding academic honesty, the honor code, and student conduct related to the honor code will be strictly enforced. Full information regarding these policies is available at the following links:

Academic Honesty: [www.registrar.ufl.edu/catalog/policies/students.html#honesty](http://www.registrar.ufl.edu/catalog/policies/students.html#honesty)

Honor Code: [www.dso.ufl.edu/sccr/honorcodes/honorcode.php](http://www.dso.ufl.edu/sccr/honorcodes/honorcode.php)

Student Conduct: [www.dso.ufl.edu/sccr/honorcodes/conduct-code.php](http://www.dso.ufl.edu/sccr/honorcodes/conduct-code.php)

## DISRUPTIVE BEHAVIOR REGULATIONS

### UFL.EDU

Faculty, students, Administrative and Professional staff members, and other employees [hereinafter referred to as 'member(s)' of the University], who intentionally act to impair, interfere with, or obstruct the mission, purposes, order, operations, processes, and functions of the University shall be subject to appropriate disciplinary action by University authorities for misconduct, as set forth in the applicable rules of the Board of Regents and the University and state law governing such actions. Be advised that you can and will be dismissed from class if you engage in disruptive behavior.

## IMPORTANT DATES ON THE UNIVERSITY CALENDAR

[www.registrar.ufl.edu/catalog/adhub.html](http://www.registrar.ufl.edu/catalog/adhub.html)

## ABSENCES & ABSENCES FOR RELIGIOUS HOLIDAYS

The course absence policy is described in the body of the syllabus. The university policy is here: [www.registrar.ufl.edu/catalog/policies/regulationattendance.html](http://www.registrar.ufl.edu/catalog/policies/regulationattendance.html). Because instructors are allowed to require attendance and attendance and participation are critical to learning there is a strict absence policy. The Florida Board of Education and state law govern university policy regarding observance of religious holidays, available at the link above.

## COURSE EVALUATION

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.

## CLASS Demeanor

Students are expected to arrive to class on time and behave in a manner that is respectful to the instructor and to fellow students. Please avoid the use of cell phones and restrict eating to outside of the classroom. Opinions held by other students should be respected in discussion, and conversations that do not contribute to the discussion should be held at minimum, if at all.

## MATERIALS AND SUPPLIES FEES

There are no additional fees for this course.

## ADV 4930 SPECIAL TOPICS Spring 2018 COURSE CALENDAR [TENTATIVE DRAFT]

Jan 9      WEEK 1: THE CREATIVE MINDSET  
Jan 11

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Jan 16      WEEK 2: CREATIVITY REVEALED  
Jan 18

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Jan 23      WEEK 3: VISION  
Jan 25

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Jan 30      WEEK 4: DISCOVER  
Feb 1

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Feb 6      WEEK 5: JUMP  
Feb 8

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Feb 13      WEEK 6: FLEX  
Feb 15

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Feb 20      WEEK 7: LAUNCH  
Feb 22

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Feb 27      WEEK 8:  
Mar 1

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Mar 6      WEEK 9: Spring Break (no class)  
Mar 8

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Mar 13      WEEK 10: Case Studies / activity TBD  
Mar 15

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Mar 20      WEEK 11: Case Studies / activity TBD  
Mar 22

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Mar 27      WEEK 12: Case Studies / activity TBD  
Mar 29

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Apr 3      WEEK 13: Case Studies / activity TBD  
Apr 5

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Apr 10      WEEK 14: Case Studies / activity TBD  
Apr 12

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Apr 17      WEEK 15: Case Studies / activity TBD  
Apr 19

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Apr 24      WEEK 16: Case Studies / activity TBD

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