

Creative Thinking and Storytelling

ADV 4930 / RTV 4930 / MMC 6936

Professors: Kasey Windels (kwindels@ufl.edu) and Kim Fowler (k.fowler@ufl.edu)

Class Format:

- Online synchronous via Zoom from May 13-June 5.
- Fly June 6. Study abroad from June 7-23.
- Final assignments due July 12.

Class Time for May 13-June 5: 11:00-12:15 on Tuesday, Wednesday, Thursday via Zoom.

Zoom Link for Synchronous Class: <https://ufl.zoom.us/j/93019168735>

Course Website: Course information will be posted on Canvas.

This interdisciplinary course is part of the UF in Cannes Study Abroad program. Students will learn about international creative thinking and storytelling from UF professors via asynchronous online learning from May 13-June 5. We will hone our skills through the development of a video commercial storyboard. We will then study abroad in Cannes, France from June 7-23. Later, you will apply your newfound intercultural knowledge to reimagine your commercial for the French audience.

Objectives

- Develop criteria for award-winning creative work.
- Learn about and practice the creative process, idea generation, and conceptual development.
- Learn about the storytelling and production process for video commercials.
- Generate and develop video campaigns that are creative, strategic, and memorable.
- Understand cultural differences and nuances in creative communication.
- Learn to work in a cross-disciplinary team.
- Develop your personal brand for professional development.

Course Policies

- Must attend all classes.
- Actively participate in class discussions.
- Be a good and respectful teammate.
- **Late Assignments:** You will lose one letter grade per day for late assignments (including all days of the week, not just class days).

- **Students with Disabilities:** Students with disabilities can receive accommodations. The first step is to contact the Disability Resource Center (352-329-8565; www.dso.ufl.edu/drc/). Once you receive your accommodation letter, provide a copy to the professor as early as possible in the semester.
- **Course Evaluations:** Students are expected to provide professional and constructive feedback on the quality of instruction via the online course evaluation system. You will be notified via email when the evaluation period begins. The central portal for evaluations can be found at: <https://my-ufl.bluera.com>.
- **Counseling and Wellness Center:** Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact umatter@ufl.edu so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength. In case of emergency, call 9-1-1.

Assignments and Grading

Assignment	Points	Type of Assignment
Attendance and Participation	10	Individual
Visual Storytelling	10	Individual
Video Commercial Storyboard and Presentation	20	Group
Personal Branding and Presentation	20	Individual
Festival Highlights Preview Presentation	20	Group
Campaign Adaptation for French Audience	20	Individual

Grading Scale

	94.00 and above = A	90.00 – 93.99 = A-
87.00 – 89.99 = B+	84.00 – 86.99 = B	80.00 – 83.99 = B-
77.00 – 79.99 = C+	74.00 – 76.99 = C	70.00 – 73.99 = C-
67.00 – 69.99 = D+	64.00 – 66.99 = D	61.00 – 63.99 = D-
60.99 and below = E		

Brief Description of Assignments

- **Attendance and Participation:** Students should attend all online synchronous classes and actively participate in whole-class discussions and small group discussions.
- **Visual Storytelling:** Tell a story using only visuals, no words. See details in the assignment sheet.
- **Video Commercial Storyboard and Presentation:** Working in teams, you will be assigned a French product sold in the United States. After determining the strategy through the creative brief, develop a script and storyboard for a video commercial. Finally, develop and record a presentation to sell the work to the “client.”
- **Personal Branding and Presentation:** Develop your personal brand and write your 30-second elevator pitch. Next, develop a 3-minute presentation to showcase it to the class.
- **Festival Highlights Preview Presentation:** Working in teams, you will be assigned a day of the Cannes Lions Festival. You will develop a 10-15-minute presentation highlighting the key events of that day. Your presentation should offer a preview of highlights helpful to you and your classmates. Highlight at least one event in each of the following categories: (1) advertising, (2) public relations, (3) production/storytelling/media, (4) marketing, (5) psychology/consumer insights, and (6) tourism/hospitality/event management.
- **Campaign Adaptation for French Audience:** After our cultural immersion, you will work individually to apply your new intercultural communication skills by adapting your original video commercial storyboard for the French audience.

Course Schedule

Date	Topic	Assignments Due
	Part 1: Creativity	
T, 5/13	Creativity and the Creative Brief	
W, 5/14	The Creative Process and Concepting	
	Part 2: Storytelling and Video Commercial Production	
R, 5/15	TV and Motion Picture Creative Process and Storytelling	Visual Storytelling Due
T, 5/20	Feedback and Conceptual Refinement	Creative Brief and Initial Creative Concepts Due
W, 5/21	TV Production, Storyboards, and Animatics	
R, 5/22	Record your Storyboard Presentation	Revised Concepts and Storyboard Draft Due
	Part 3: Personal Branding	
T, 5/27	Personal Branding Lecture and Idea Generation	Storyboard Presentation Due
W, 5/28	Present your Personal Brand	Personal Branding Presentation
R, 5/29	Present your Personal Brand	Personal Branding Presentation
	Part 4: Previewing Cannes Lions Festival	
T, 6/3	Presentation: Previewing Festival Highlights	Festival Highlights Presentation
W, 6/4	Presentation: Previewing Festival Highlights	Festival Highlights Presentation
	Part 5: Cultural Immersion and Festival Attendance	
6/7-6/23	Cultural Immersion and Festival Attendance	(see syllabus for Cannes Lions Experience)
	Part 6: Practice Developing Intercultural Campaigns	
F, 7/11	Campaign Adaptation for French Audience Due	Campaign Adaptation for French Audience