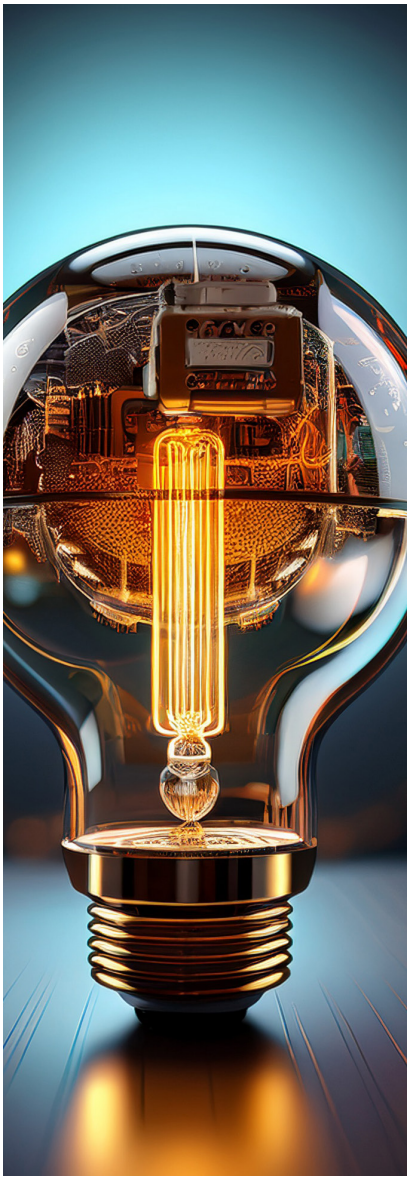
CREATIVITY
PROFESSIONAL

1 #iykyk



PROFESSIONAL CREATIVITY
Tuesdays, 3 to 4:55 p.m.
G037 The Atlas Lab
ADV 4930/JOU 4930/PUR 4932/RTV 4930
Note: The third hour of contact time is designed for you to purposefully consume, observe, and experiment on your own to serve as key inputs to the creative process.

PROFESSORS
Ted Spiker @ProfSpiker
1060 Weimer
352-392-1124
tspiker@ufl.edu
Prefer contact via email (not Canvas). Expect response within 48 hours (business days), but likely much sooner.

Naomi Piercey, remote from NYC (in Gainesville for class several times)
TBD

OFFICE HOURS
Spiker: Drop-in, 1060 Weimer: Monday, 3 to 5 p.m. (door locks at 4:30; please email me to be let in). Or email to schedule appointments at other times

Piercey: Virtual: Wednesday, 4 to 5 p.m. Email for link and time slot.

OVERVIEW
Our goal is to explore and practice creativity as it's applied to various communications and media industries and practices—and to develop skill sets in creativity that you can use in your careers. We will accomplish this through a variety of methods, including active learning (experimentation, projects, playfulness) and active engagement with the subject of creativity (lectures, discussions, guests, readings, etc…). We want you to develop and improve creativity skills that are used in the modern workplace to help pitch concepts/products/stories and get them made/produced. In addition, we will work on best practices for collaboration with people from inside and outside of your areas of expertise.

> "Creativity is artistic mischief. We're working, but we're delighting in the work. When children play, it's not a means to an end. Playing is the point and its own reward." Maggie Smith

2gains

OBJECTIVES

>>To identify principles and techniques that can be used to apply creativity to various media assignments and industries
>>To analyze the use of creativity in media and communications
>>To develop individualized creativity toolkits that you can use for your personal and professional development
>>To experiment with ideas and techniques that can be applied to professional environments
>>To create professional-quality work using techniques in creativity
>>To learn from leaders and peers from a variety of disciplines to analyze how techniques can be used across disciplines

UF/CJC POLICIES/STANDARDS

See UF policies on class recordings, attendance, grading, disability resources, honor code, and other campus resources.
https://syllabus.ufl.edu/syllabus-policy/uf-syllabus-policy-links/

In addition, the CJC is accredited by the Accrediting Council on Education in Journalism and Mass Communications. Professional values and competencies include:
• apply the principles and laws of freedom of speech and press, in a global context, and for the country in which the institution that invites ACEJMC is located;
• demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications;
• demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts;
• present images and information effectively and creatively, using appropriate tools and technologies;
• write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
• demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and service to all people and communities.
• apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work;
• effectively and correctly apply basic numerical and statistical concepts;
• critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
• apply tools and technologies appropriate for the communications professions in which they work.

“The crazy ones. The misfits. The rebels. The troublemakers... The ones who see things differently... While some may seem them as crazy ones, we see genius.” Steve Jobs

3judgy

POINTS

Your assignments will total a max of 1,500 points.
Details, rubrics, and deadlines of each assignment will be in Canvas.

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400 points: Final project
- 50 points: pitch
- 50 points: milestone 1
- 50 points: milestone 2
- 250 points: final project

50 points: Creative Goals (video upload)
50 points: Reflection (video upload)

100 points: Surprise assignment 1
100 points: Surprise assignment 2

200 points: SPARK Book (6 deadlines, 40 points each; drop lowest/skip one)
200 points: Creative bursts (6 deadlines, 40 points each; drop lowest/skip one)

250 points: Reading quizzes, lecture exam
- 60 points: Reading quiz 1
- 60 points: Reading quiz 2
- 130 points: Lecture assessment (exam that includes lectures, guests, in-class activities, etc…)

150 points: attendance, professionalism, engagement

Late assignments will be accepted but will incur a 20% penalty

“The true sign of intelligence is not knowledge but imagination.” Albert Einstein

4 to do

FINAL PROJECT
The main assignment for the class will be for you to work in teams of four (ideally one student from each of the four majors) to produce a Florida brand story about some entity (person, business, organization). You will be assessed at various checkpoints along the way–with twists and turns that could come up during the process. The goal is for you to use creative techniques in the process of telling that story. Details of each checkpoint will be in Canvas.
Presentations: Nov. 18 in class

GOALS/REFLECTION
These short assignments (video upload) will have you articulate career and personal goals when it comes to creativity and then a reflection at the semester's end for you to evaluate your development and progress.

CREATIVE BURSTS
You will be given six mini-assignments during the course of the semester (some in class, some out of class). These are designed to emphasize experimentation and risk-taking. Details will be given during class.

SURPRISE ASSIGNMENTS
You will be given two assignments to explore creativity that will require more thought/time/effort than the creative bursts. Details will be given during class, and you will have about a week to complete.

SPARKBOOK
You will create a space in Padlet to record things that inspire you. You are expected to add throughout the week, with deadlines occuring six times during the semester. Details will be explained in class and will be in Canvas.

ASSESSMENTS
You will have two reading quizzes and one exam on lectures/guests. They are open notes, but you may not use other people or AI. Honorlock will be used to monitor this. The quizzes and exam will all be open for about a week for you to take them during that window specified in Canvas. Makeups will be given with a penalty (unless a UF-approved excuse for missing).

> "Vulnerability is the birthplace of innovation, creativity and change." Brene Brown

5 #tacotuesday

WEEKLY SCHEDULE
The weekly course schedule can vary because of guest speakers and current events. Our hope is that this course becomes the second-best part of your Tuesdays.

Week 1: 8/26: What is Creativity?

Week 2: 9/2: Pitching and the Art of Framing

Week 3: 9/9: Pitch Day
Optional: Post-class pizza party to meet with Professor Piercey

Week 4: 9/16: Observation as Superpower

Week 5: 9/23: Atlas Lab Exercises

Week 6: 9/30: Improv, Cringe, and Other Creative Fuel

Week 7: 10/7: Nothing is Sacred

Week 8: 10/14: Design is Everyone's Job

Week 9: 10/21: Human vs. Machine (AI Week)

Week 10: 10/28: Teamwork and Collaborative Thinking

Week 11: 11/4: Creative Careers

Week 12: 11/11: No class (Veteran's Day)

Week 13: 11/18: Final Presentations

Week 14: 11/25: No class (Thanksgiving week)

Week 15: 12/2: Final Class: Feedback, Reflections, Etc…

> "For the deepest acts of creation and renewal happen in invisible realms that require a subtle mix of intensity and non-doing, alertness and grace." Arundhathi Subramaniam

6extra

PROFESSIONALISM/ENGAGEMENT/ATTENDANCE

Unexcused absences will result in a 25-point deduction from your attendance score. Lateness (especially chronic) will also be penalized at the instructors' discretion. Attendance will be taken through iClicker. You are expected to be an active participant in the class, which can mean many things–asking questions, answering questions, offering ideas, engaged in individual and group activities, staying focused (and not distracted by other screens), etc… It's ok to step out of class if you need to, and it is preferred that you do that, rather than try to attend to other matters while in class. Your work will be open to critiques (and will assume that you will take risks that don't always work). In peer critiques, we expect you to use candor and criticism, as well as support and praise. Both kinds of feedback are necessary for growth, but we do expect professional delivery of this feedback.

READINGS

For Quiz 1

(Book) Creativity: A Short and Cheerful Guide by John Cleese
(Article) 8 Creativity Tips for a Stronger, Happier Brain, WebMD
(Podcast episode) WorkLife: The Daily Show's secret to creativity

For Quiz 2

(Book) The Creative Act, Rick Rubin

USE OF AI

AI can be used in certain situations (after all, it is a tool that you will use). If any assignments ban AI, we will explain that for each situation. In every instance when you use generative AI, you must include a note with your assignment explaining what prompts you used, what it yielded, and how you improved it. Failure to disclose will result in an assignment penalty (no credit on the assignment) and potentially reporting it to the UF honor court. Disclosure: All images in this syllabus except those on the last page were generated by Adobe AI. The syllabus design was created by the humans leading the class.

GRADING

A:	92.5% - 100%	C:	72.5% - 76.7%
A-:	89.5% - 92.4%	C-:	69.5% - 72.4%
B+:	87% - 89.4%	D+:	67% - 69.4%
B:	82.5% - 86.9%	D:	62.5% - 66.9%
B-:	79.5% - 82.4%	D-:	59.5% - 62.4%
C+:	77% - 79.4%	E:	0-59.4%

"Find the sustainable rituals that support your work." Rick Rubin

7 this is us

Naomi Piercey

PREFERS: Naomi

Naomi Piercey is a partner and strategy lead at Coalesce, a digital agency that helps brands and businesses design and build new products. She began her career in magazine editing (Women's Health, Shape, and more) and was Men's Health Magazine's sex/dating columnist for several years. She cares deeply about communication and the intersection of humans and the brands they love. She is also a director at BBQ Films, an Emmy-nominated art collective where she uses creative storytelling to produce immersive events and theatrical film screenings for fans. She's taught lectures on branding, social media, sponsored content, AI, and more at NYU and Columbia. In her spare time she's either leading a spooky tour of the Green-Wood cemetery in Brooklyn, reading speculative fiction, or tinkering on her camper van, Peggy.

Ted Spiker

PREFERS: Spiker or Professor Spiker

Professor Ted Spiker is the associate dean for undergraduate affairs for the UF College of Journalism and Communications. He was the chair of the UF department of journalism for 10 years and has been a faculty member at UF since 2001. He was recognized as the University of Florida Teacher of the Year for 2016-17, and he was the Summer 2019 UF commencement speaker. A graduate of the Columbia University Graduate School of Journalism and a former articles editor at Men's Health, Spiker has had work published in The Washington Post, TIME.com, WebMD, Esquire.com, Outside, O the Oprah Magazine, Fortune, Men's Health, Women's Health, Runner's World, Reader's Digest, and many others. He is also the author of one book and the co-author of 25+ books. He has moderated public interviews with such people as Tim Tebow, Erin Andrews, Pitbull, Guy Fieri, four different actors from The Office, and many more.

> Your own reasons to create are reason enough." Elizabeth Gilbert