



STUDY ABROAD
LONDON
GREECE 2024

ADV4930 GLOBAL CREATIVITY

Professor Spiker tspiker@ufl.edu
3 Credit Hours

**THE WEEK TO WEEK SYLLABUS IS UNDER CONSTRUCTION
FOR MORE INFORMATION CONTACT PROFESSOR SPIKER**

Course Description

This course will explore the role of creativity in the media industry, with a focus on international cultures and industries. Students will develop skill sets in creativity; identify principles and techniques that can be used to apply creativity to various media assignments and industries; analyze the use of creativity in journalism and media in international communities (specifically UK and Greece). Students will study international examples of creativity in various storytelling and communications fields, and students will interact with media and communications professionals in London and Greece to discuss the creative process, creating for global audiences, and cultural differences and expectations in the creative field. Students will develop their own creativity toolkit that can be applied to their own careers.

Course Outcomes

- Explore the creative content in social media across different international cultures
- Explore an international brand's approach to social media and explain the differences in messaging to those audiences on different platforms
- Interview social-media experts working on international brands and accounts about their approaches to audience engagement across cultures

Assignments

- 30% Presentation: Case study presentation on example of creativity in media/brands in UK/Greece
- 30% Content: Produce content and/or improved for a brand you interact with on the trip (name, logo, design, social)
- 25% Mini Assignments: Two mini exercises in creativity
- 15% Engagement/Discussion
- Reflection: Graded on completion of reflection assignment