

Creative Thinking and Storytelling

ADV 4930 / RTV 4930 / MMC 6936

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Class Format:

- Online synchronous via Zoom from May 14-June 5.
- Fly June 7. Study abroad from June 8-24.
- Final assignments due July 12.

Class Time for May 14-June 5: 11:00-12:15 on Tuesday, Wednesday, Thursday via Zoom.

Zoom Link for Synchronous Class: <https://ufl.zoom.us/j/94354366117>

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 15-June 5. They will hone their skills through the development of a video commercial storyboard. They will then study abroad in Cannes, France from June 8-24. Later, they will apply their newfound intercultural knowledge to reimagine their 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 works.
- Learn to work in a cross-disciplinary team.
- Develop personal brand for professional development.

Course Policies

- Must attend all classes.
- Be a good and respectful teammate.

Assignments and Grading

| Assignment | Points | Type of Assignment |
|--|--------|--------------------|
| Participation and Attendance | 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 |

Brief Description of Assignments

- **Participation and Attendance:** 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 by identifying your superpower, developing a moodboard, and writing your 30-second elevator pitch. Next, develop a 3-minute presentation of your three elements.
- **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: advertising, public relations, production, business, and graphic design.
- **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.

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 | | |

Course Schedule

| Date | Topic | Assignments Due |
|----------|---|--|
| | Part 1: Creativity | |
| T, 5/14 | Creativity and the Creative Process | |
| W, 5/15 | Concepting and the Creative Brief | |
| | Part 2: Storytelling and Video Commercial Production | |
| R, 5/16 | TV and Motion Picture Creative Process and Storytelling | Visual Storytelling |
| T, 5/21 | Feedback and Conceptual Refinement | |
| W, 5/22 | TV Production, Storyboards, and Animatics | |
| R, 5/23 | Record your Storyboard Presentation | Video Commercial Storyboard Presentation |
| | Part 3: Personal Branding | |
| T, 5/28 | Personal Branding Lecture and Idea Generation | |
| W, 5/29 | Present your Personal Brand | Personal Branding Presentation |
| R, 5/30 | Present your Personal Brand | Personal Branding Presentation |
| | Part 4: Previewing Cannes Lions Festival | |
| T, 6/4 | Presentation: Previewing Festival Highlights | Festival Highlights Presentation |
| W, 6/5 | Presentation: Previewing Festival Highlights | Festival Highlights Presentation |
| | Part 5: Cultural Immersion and Festival Attendance | |
| 6/8-6/24 | Cultural Immersion and Festival Attendance | (see syllabus for Cannes Lions Experience) |
| | Part 6: Practice Developing Intercultural Campaigns | |
| F, 7/12 | Campaign Adaptation for French Audience Due | Campaign Adaptation for French Audience |