

## Laura Buchholz

BU426E  
856-5533  
lbuchhol@indiana.edu

## Office Hours

By appointment

## Classrooms

2:30, 4:00, 5:30 Sections  
BU425 & BU209

## Websites

Course Websites  
[www.indiana.edu/~create](http://www.indiana.edu/~create)

Oncourse  
<https://oncourse.iu.edu/>

InDesign and Photoshop  
Tutorial Materials  
<http://www.ittraining.iu.edu>

These and additional sites  
are linked through  
Oncourse

## Texts

Creativity & Marketing  
*Laura Buchholz*

The Non-Designer's  
Design Book  
*Robin Williams*

Communication  
*IU Publishing*

A Whole New Mind  
*Daniel Pink*

## Course Overview

Creativity and communication are two of the most important skills a marketing professional can possess. Creativity is vital for successful idea generation and innovative problem solving. Similarly, effective communication is necessary for disseminating information, including frequently hard to explain creative concepts. The marketing professional that consistently generates creative ideas, and effectively communicates and executes these ideas, is highly valued and sought after in business. The purpose of M344, Creativity and Communication, is to help students develop these highly marketable skills.

Previously, creativity and communication were taught in separate courses. Students were encouraged to elaborate and combine skills learned in each class. However, self-guided synthesis proved difficult for many students. Therefore, the two courses have been integrated to demonstrate how to synthesize information learned in one course to assignments and concepts learned in another course. This ability will yield future benefits when students are required to apply skills learned in college to real world activities.

M344 will be taught in two separate classrooms - one with computers and one without. Computer access is necessary to learn software programs most often used to create marketing materials. However, computers are not required to develop creative thinking skills. Therefore, half of the course will be taught in a computer lab with the other half taking place in a regular classroom.

During computer lab sessions, students will develop InDesign, Photoshop, and design skills. During non-computer sessions, students will learn theories of creativity, effective listening, and strategy. Examples of concepts will be presented in each setting and related activities will occur during class. Creativity flourishes in a dynamic environment and withers in a stagnant one. Therefore, examples and activities will be interesting, intriguing, and often fun.

The course will conclude with two final activities - a group presentation and an individual elaboration project. While challenging and often labor intensive, students repeatedly report these as two of their favorite assignments. Both activities provide students an opportunity to demonstrate what they learned throughout the semester. Customization of these activities is encouraged to promote elaborative and original work. Students intrinsic creative and communicative abilities take center stage as the class concludes, demonstrating growth, understanding, and excitement toward future possibilities.

---

---

# Course Objectives

## Develop a Curious Mind

Curiosity and intellectual debate are encouraged throughout the course. Without challenging stereotypical thoughts and behaviors, growth and progress cannot occur. Developing creativity and communication skills require an open-minded and an experimental attitude. Students willing to work hard, try new things, and make mistakes can learn a great deal in this course, while having fun in the process. Therefore, a curious mind and a humorous outlook toward unavoidably frustrating events (like your computer crashing as you save your assignment!) are two personality traits that will serve students well in this course.

## M344 Intellectual Objectives

- To understand the importance of creativity and effective communication to personal and professional achievements
- To understand theories and models of creativity and communication
- To understand how creativity, energy, and design impact communication

## Acquire Skills

Once students intellectually understand how multiple variables impact their creative and communication abilities, acquiring skills to improve these abilities becomes paramount. Since communication occurs in so many ways, a variety of activities will be completed to develop them. Growth throughout the semester is expected. Therefore, students should expect to see their skills improve from assignment to assignment, thus creating a tangible portfolio of learning. This portfolio could be used in myriad ways including as interview props. Students investing significant time developing this portfolio will be richly rewarded beyond this course.

## M344 Practical Objectives

- To gain computer skills necessary to produce high quality marketing materials
- To develop creative, visual, verbal, and non-verbal communication abilities
- To produce quality materials that could be used either personally or professionally after the course

---

## Class Schedule Key

*Creativity & Marketing* text is referred to as **C&M** in the Class Schedule. Similarly, *The Non-Designer's Design Book* is referred to as **Design Book**, *Communication* packet is referred to as **Communication**, and *A Whole New Mind* as **New Mind**.

All **assignments and exams** are hi-lighted in **bold** on the dates they are due.

# Class Schedule

Session	Topic	Readings and Assignments	Room
	<b>Introduction to Design and InDesign</b>		<b>BU425</b>
1 - 1/13	Introduction to Creativity & Communication	C&M: Ch. 1, New Mind: Introduction	
2 - 1/15	Introduction to InDesign	Communication: Sec. 3 - InDesign Tutorial	
3 - 1/20	Design & Practice Assignment 1	Design Book: Ch. 1-6 <b>InDesign Tutorial Due</b>	
4 - 1/22	Design & Practice Assignment 1	New Mind: Ch.4	
	<b>Understanding Creativity and the Creative Process</b>		<b>BU209</b>
5 - 1/27	Assignment Review	<b>Practice 1 Assignment Due</b>	
6 - 1/29	Layout Styles & Definitions of Creativity	Communication: Sec 1 C&M: Ch. 2; New Mind: Ch. 2	
7 - 2/3	The Torrence Model of Creativity	C&M: Ch. 3; New Mind: Ch. 6 <b>Brochure Assignment Due</b>	
8 - 2/5	The Creative Process & Summary Review	C&M: Ch. 4	
	<b>Understanding Color, Typography, and Imagery</b>		<b>BU425</b>
9 - 2/10	Exam 1 (covers C&M: Ch. 1-4; Communication: Sec. 1; Design Book Ch. 1-6; New Mind: Ch. 2,4, & 6, and lecture materials, slides and videos)	<b>Exam 1</b>	
10 - 2/12	Introduction to Photoshop	Communication: Sec. 4 - Photoshop Tutorial	
11 - 2/17	Imagery, Color & Practice Assignment 2	Design Book: Ch. 7 <b>Photoshop Tutorial Due</b>	
12 - 2/19	Typography & Practice Assignment 2	Design Book: Ch. 9-11	

# Class Schedule

Session	Topic	Readings and Assignments	Room
	<b>Barriers and Solutions to Effective Creativity and Communication</b>		<b>BU209</b>
13 - 2/24	Practice Assignment Review	<b>Practice Assignment 2 Due</b>	
14 - 2/26	Strategy, Design, & a Whole New Mind	Strategy Supplement; New Mind Ch. 3	
15 - 3/3	Sources of and Barriers to Creativity	C&M: Ch. 5, 6 & 7; New Mind: Ch. 1	
16 - 3/5	Creative Listening and Energy Skills	Communication: Sec. 2; New Mind Ch. 3	
	<b>Effective Communicating Through Visual Design</b>		<b>BU425</b>
17 - 3/10	Strategy Assignment Review & Introduction to Client Project	<b>Strategy Assignment due</b> Design Book: Ch. 8	
18 - 3/12	Open Day	;)	
	<b>*****SPRING BREAK*****</b>	Enjoy Vacation!	
19 - 3/24	Creative Brief: Client Meeting Preparation & Brainstorming	New Mind: Ch. 7	
20 - 3/26	Creative Brief: Team Identity	Design Book: Ch. 8 Review Strategy Handout	

# Class Schedule

Session	Topic	Readings and Assignments	Room
	<b>Developing Creativity Skills</b>		<b>BU209</b>
21 - 3/31	Creative Brief: Marketing Strategy	Bring work in progress Review New Mind: Ch. 6	
22 - 4/2	Creative Thinking & Questioning	C&M: Ch. 10; New Mind: Ch. 9	
23 - 4/7	Story Skills & Introduction to the Final Project	<b>Creative Brief Package Due</b>	
24 - 4/9	Creative Problem Solving	Review Exam 2 materials	
	<b>Elaborating and Integrating Communication and Creativity Skills</b>		<b>BU425</b>
25 - 4/14	Exam 2 (covers Communication Sec. 2; C&M Ch. 5, 6, 7, 10; Design Book 7 -11; New Mind Ch. 1 & 3; Color, Strategy, & lecture materials, slides, & videos)	<b>Exam 2</b>	
26 - 4/16	Presentation and Project Activities	Review Client Feedback	
27 - 4/21	Presentation and Project Activities	Refine Marketing Strategy & Presentation	
28 - 4/23	Presentation and Project Activities	Presentation & Project Finalization	
	<b>Presenting and Evaluating Communication and Creativity Skills</b>		<b>BU209</b>
29 - 4/28	Client Presentations	<b>Client Presentations Due</b>	
30 - 4/30	Client Presentations	<b>Client Presentations Due</b>	
Final - 5/6	Final Project Due in BU426J by 6:00pm	<b>Final Project Due</b>	

# Class Summary

## Grading Scale\*

<b>A+</b>	1000-980
<b>A</b>	979-930
<b>A-</b>	929-900
<b>B+</b>	899-870
<b>B</b>	869-830
<b>B-</b>	829-800
<b>C+</b>	799-770
<b>C</b>	769-730
<b>C-</b>	729-700
<b>D+</b>	699-670
<b>D</b>	669-630
<b>D-</b>	629-600
<b>F</b>	599 & below

## Exams

Exam 1	10%
Exam 2	10%

---

20%

## Assignments

Client Projects	30%
Creative Brief	15%
Final Presentation	15%
Individual Projects	40%
Brochure Assignment	5%
Strategy Assignment	15%
Final Project	20%

---

+ 70%

## Participation

Attendance	2%
Participation	2%
ID & PS Tutorials	2%
Practice Asmt 1	2%
Practice Asmt 2	2%

---

+ 10%

---

100%

## Grade Determination

Grading criteria specific to each test, assignment, or activity will be discussed in class and listed in assignment instructions. Final grades will be determined based on the number of points accumulated throughout the semester. (See *Grading Scale at left.*) Final grades will not be rounded due to the extra credit option. (See *Extra Credit section below.*) Additional grading policy information is available at the class website under the syllabus tab.

## Exams, Assignments & Participation

There will be two challenging exams covering course material. This is to ensure that each student thoroughly understands course concepts at a deep intellectual level.

All assignments are required to be completed using *InDesign* and/or *Photoshop*. Both in-class and self instruction are necessary to master these programs. Information regarding specific requirements for individual assignments will be discussed in class and posted in Oncourse and at the class website.

Attendance, preparation, and participation are very important to the success of this course. However, it is understood that absences may occur occasionally. Therefore, two absences may occur without any negative impact on a student's attendance grade. Additional attendance policy information is available at the class website.

## Extra Credit and Demerit Behavior Policy

Multiple extra credit opportunities will be available throughout the semester. Such opportunities are designed to help students to elaborate course concepts, to develop skills, and to address any final grade rounding issues in advance. Details will be discussed in class and posted at the class website. A maximum of 10 extra credit points, or one percentage point, can be earned.

Poor citizenship behaviors such as disruptive talking, inappropriate computer use, leaving the room excessively and/or disruptively, or inappropriate actions of any nature will result in the loss of points. There is no limit to the number of points that can be removed due to misconduct issues. Students concerned their behavior is negatively impacting their grade should make an appointment to discuss the situation with the instructor outside of class.

\*Grading scale listed in points. It is equivalent to a standard 100, 90, 80, 70, 60% scale.