



Chapter

1 Copy, Design, and Creativity

No one can teach you to be creative. But you may be surprised how creative you really are. You may not have been an A+ English student. But you may find you're an excellent copywriter. You may not be a great sketch artist. But you may discover you have a talent for logo design or ad layouts. If you're lucky, you'll take classes that allow you to discover a lot about creative strategy and tactics, and probably a lot about yourself. At the very least you should learn:

- The correct format for writing copy for each medium.
- The basic rules of copywriting and when to break them.
- How to put more sell into your copy.
- Design basics that apply to all media.
- How to connect the reader or viewer with the advertiser.
- How to keep continuity throughout a campaign.
- The importance of presenting your work.

Who Wants to Be a Creative?

At the beginning of each semester we ask students, “Who wants to be a copywriter?” We get a halfhearted response from about 1 in 6 at the beginning of the class. “Who wants to be an art director or designer?” Usually we get a few more people raising their hands, but not many. The truth is most students don't want to commit to any specific career path in the creative field. These are the most common reasons:

- “I think I want to be an account exec.”
- “I might want to be an account planner.”
- “I want to be a media director.”



Words of Wisdom

“Properly practiced creativity can make one ad do the work of ten.”¹

—Bill Bernbach