

advanced advertising creative

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office hours: tba

objective

- to create deliverables for Fox/Sunsports.
- to hone creative skills
- to prepare a professional pitch for a client

this course is meant to be fun and work more like a studio portfolio class than a typical lecture course.

there is no textbook for this course.

evaluation

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| peer evaluation | 30% |
| research | 10% |
| rough drafts | 20% |
| final presentation | 20% |
| deliverables to client (final project) | 10% |
| attendance (at meetings/class) | 5% |

attitude, effort, being late, etc. can either increase or decrease your grade. keep in mind the client's impression of your work will weigh heavily on your final grade. you must attend meetings with the client (unless excused ahead of time by me). take rough drafts, attendance, research and peer evaluations seriously. this is how people don't earn As

grade scale

| | | |
|----|--------|---|
| A+ | 97-100 | Your work was consistently the best in the class. |
| A | 93-96 | Outstanding work. Unexpected, well crafted, on time. |
| A- | 90-92 | Very good work. Not exactly the most creative idea though. Well-crafted and on time. |
| B+ | 87-89 | Very good. Well-crafted and on time. Maybe a minor flaw. Not a totally creative idea. |
| B | 83-86 | Good work. Seldom unique, but well-crafted and on time. |
| B- | 80-82 | OK work. Not unique. Many problems but some promise. |
| C+ | 77-79 | Expected executions; craftsmanship problems; other flaws |
| C | 73-76 | Expected executions; lapses in craftsmanship, flawed |
| C- | 70-72 | Expected executions; lapses in craftsmanship and major flaws |
| D+ | 67-69 | Major flaws, with some redeeming characteristic. On time. |
| D | 63-66 | Little effort. No idea. Poor writing. Messy. On time. |
| D- | 60-62 | Little effort. No idea. Poor writing. Messy. On time. |
| F | 0-59 | No effort. Late. Didn't follow assignment or instructions. |

additional information of the UF grading policy may be found at:
<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

the nature of this project is confidential. It should not be discussed by any of you outside of class or on social media. If you get caught doing so, you will fail this course. Any needs to use outside resources that might require disclosing any components of this class project must be discussed with EVP Chris Hannan, Kaitlyn Beale, and I prior to proceeding.

tentative deliverables

you are going to spend more time working on the project outside the classroom so it is EXTREMELY important that you understand the processes and deliverables that you should submit on time. missing deadlines is not acceptable! **if you miss a deadline in the industry, you're out.**

- 3 TV spots (:30 or :15)
- at least 1 "your choice" piece (be strategic with these)
- 1 nontraditional idea
- 2 promotional ideas
- 2 ideas/suggestions for the best use of social media

peer evaluation

at mid-term and the end of the semester, you will be evaluated by your teammates using the following items: quality and quantity of work, participation, contribution of useful ideas, willingness to help others and/or do difficult tasks, respectful of others, and dependability.

rough drafts

at several points during the semester, I will ask for rough drafts (checkpoints) of your work, which you will bring to your team's meeting with me. these drafts must be complete and not just "here's the general idea." if it looks like you threw it together at the last minute, you will not receive credit for it. the rough drafts of individual pieces are graded pass/fail. however, i will ask for a rough draft of your entire book and this is worth 20% of your final grade so take it seriously. it needs to be polished and have all the elements (no TBA). the final project and presentation will be standard letter grades.

attendance/team meetings

you must attend class when it is formally held. most of the semester will be team meetings with me, which you also must attend. missing a meeting for an unexcused reason (so you need a doctor's note, funeral notice, etc. to be excused) results in loss of 1/2 letter grade you are required to attend all team meetings. keep in mind these meetings will be weekly at the same time so don't blow them off and schedule something else during that time. sometimes students think these are optional because of the laid back nature of the class. they're not.

requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

final project

you will prepare polished, professional deliverables for the client using your creative concept. this will be done as a "book" just like in advertising campaigns. a more detailed specification will be discussed in class during the first few weeks.

final presentation

you will be making a professional presentation to the client. this presentation will take place toward the end of the semester (either March or April). you will have a dress rehearsal with me to help you improve your presentation skills. we will talk about presenting creative at a later date.

students with disabilities

students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. students with disabilities should follow this procedure as early as possible in the semester."

student evaluation of course

students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>

TENTATIVE SCHEDULE!!!

| week | what we're doing/what's due |
|-------------|--|
| January 7 | "speed-teaming," basic info., sign releases. possibly meet with client. |
| January 14 | NO CLASS OR MEETINGS. work on research. write up and hand in next week |
| January 21 | research on client due. meet with client possibly. be prepared with at least 2 questions per team to ask client |
| January 28 | 8 slogans and accompanying creative concepts are due for team meeting . Final slogan and creative concept decided |

| | |
|-----------------|---|
| February 4 | 3 TV spot roughs due at meeting. |
| February 11 | 2 ideas/suggestion for the best use of social media due this week at meeting. updated TV spots also due |
| February 18 | 1 nontraditional ideas due this week at team meeting. Work on final ads so you can enjoy Spring Break |
| February 25 | TBA |
| March 3 | SPRING BREAK |
| March 10 | 1 "your choice" and 2 promo ideas due this week at team meeting. |
| March 17 | Finalized ads in your rough book due on Wednesday AT noon IN MY OFFICE. **NO team meetings this week** |
| March 24 | Practice (mock) client presentation. Will get critiques and feedback. Rework ads in book. |
| March 31 | Finalize your books. Will need 3 copies. Rework presentations. |
| TBA | Present to client***(subject to change) |

Once presentations are over, we are at Fox's mercy in terms of timing.

Hopefully they will make decisions prior to the end of the semester.

student honor code

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class."