



COPY + VIZ

DEAVEN FREED | SPRING 2017 | MW 11:45 AM - 2:45 PM

1. GENERAL COURSE INFORMATION

Course | Copy and Visualization, ADV4101, 3 credits

Instructor | Deaven Freed, deavenf@ufl.edu

Office Hours | TR 10 AM - 1 PM, Weimer G035

Class Meeting | M 11:45 AM-2:45 PM, Weimer 2056, W 11:45 AM-2:45 PM, Weimer 3028

THE OVERALL GOAL OF THE COURSE IS TO INCREASE YOUR CREATIVE CONFIDENCE.

You're going to do that through developing conceptual, aesthetic and creative sophistication. You will learn how to develop, execute and sell advertising that is effective and that people will love. This course will challenge you to enlighten, engage and exude confidence with your work.

You have to have these done first, though | Minimum grades of C or better in MMC 2100, ADV 3008, MAR 3023 and VIS 3001. Coreq: ADV 3500

You'll need these | (1) A flash drive (2) 11 x 17 unlined sketch pad (3) Black marker (4) Access to Adobe Creative Suite, Adobe offers Creative Cloud for \$20 a month

There are no required textbooks, but I recommend these | (1) Advertising Concept and Copy by Felton (the newest edition) (2) The Advertising Concept Book by Barry (3) Hey Whipple, Squeeze This by Sullivan (4) Ogilvy on Advertising by Ogilvy (5) Resonate by Duarte (6) Visual Persuasion by Messaris

2. WHAT YOU'LL LEARN

While the main goal is to increase your creative confidence, you'll learn a few other cool things along the way.

- Apply creative strategy to an advertising problem.
- Practice writing creative briefs and following them for campaign work.
- Learn how to come up with creative concepts and apply them.
- Learn how to create strategic, memorable persuasive messages for a variety of media.
- Enhance ability to generate ideas individually and as part of a creative team.
- Develop/improve creative presentation skills.
- Practice and enhance essential design principles and layout skills.
- Learn additional basics of computer graphics and layout applications.
- Create advertisements for multicultural and/or international audiences.
- Constructively evaluate your own work and the work of others.
- Explore and learn more about emerging technologies in advertising.
- Learn how to self-brand for the job market.

**“CREATIVITY IS A DECISION THAT ANYONE CAN MAKE,
BUT THAT FEW PEOPLE ACTUALLY DO.”**

-Robert J. Sternberg

3. RULES + EXPECTATIONS

This class will prepare you for the real world, so there are some real-world expectations.

- **Pay Attention** | Unless I instruct you or it is lab time, please put phones and laptops away. You will receive one warning before points are deducted.
- **Be Resourceful** | Please feel comfortable to come to me with questions, but the first thing I will ask you is, "did you Google it?". I'm going to give you some resources later in this syllabus, but try to find your own as well. Be aware of what's out there and feel free to bring in new resources to share with the class, we'll learn together.
- **Industry Awareness** | Get in the habit of looking at ads all around you and trying to figure out what made them tick. Be aware of the world around you, too: learn how to screen cap your phone and your computer, find industry sites and check them everyday, take tons of pictures, bring in everything and anything you see. I'll do the same and may switch up the readings based on things I find.
- **Be Professional** | You're expected to execute and express your ideas as if you were presenting to a creative director and/or client. This means that the standard for any presentation/ad is going to be a creative director and/or clients. This is not only applicable to your executions, but to your attitude as well.
- **Be Kind** | Some critiques may be open to the class. Be professional, be kind. The best thing about the advertising industry is that it is always changing, so we are all learning. Do not take critiques or comments personally either, critiques are meant to improve your work.

4. GRADES + ASSIGNMENTS

WEEKLY ASSIGNMENTS

Case Studies | Twice a week you will be required to submit case studies to Canvas. These case studies will be used as a currency in the class and can be exchanged for going above and beyond in participation, reading and reporting on an industry related book or another activity that is deemed acceptable by the instructor. The first lecture will review the instructions regarding the case studies.

Some things to keep in mind with these: This doesn't mean just submit it. This means think critically about why it worked and be ready to present your findings to the class. This homework will be tweaked slightly depending on the "unit" we are covering. Presentation and participation points will be given based on these case studies - so just because you're not presenting doesn't mean you shouldn't/don't have an opinion. You should be able to cite a source (recommended book, another ad/campaign, thought leader in the space) if you're challenged on a point in a case study - this is what the recommended readings and resources are for.

As a note, the primary reason for these case studies is to ensure you are keeping up with the industry. An area that potential employers are going to examine is how aware you are of current trends and campaigns, this will help with that.

Assigned Readings | I will upload readings to Canvas and email any articles that I want you to review before class. Be prepared to discuss any of the readings in class and learn the art of skimming.

4. GRADES + ASSIGNMENTS

SECTION PROJECTS & ASSIGNMENTS

Sections | The course will be broken up into three sections (1) Concept (2) Execute and (3) Sell. During each of these sections you will have at least one assignment that will be done in class. At the end of each of these sections you will complete a project that summarizes and builds upon each section. Specific instructions for each project will be provided in class and uploaded on Canvas.

Each assignment and project will also be another potential piece for your final portfolio. You will make a professional-quality, 8-10 minute presentation at each stage. You will work with at least one other individual on these projects. The goal of these projects is to test your ability to sell and defend your ideas and executions in a clear, concise and confident manner across all stages of the creative process.

Critiques | Creativity is subjective. In this spirit, I'll include student critiques at every review and presentation. You will be selected to join me in a critique without any warning. At least one student critic will be a part of each individual review. They must critique the work presented. Others in the class will be invited to critique depending on time - this will also affect your final "critique" grade. Critiques aren't meant to hurt; they're meant to help you learn and progress. The people who do the best work solicit criticism, resulting in a better product. If you hide from criticism or refuse to respond to it, your work cannot improve. Welcome it.

This class is part objective. This means that even if you do poorly on the executions, there are objective measures (homework, participation, etc.) that provide additional points to your grade.

4. GRADES + ASSIGNMENTS

PROJECT & ASSIGNMENT EXECUTION

Thumbnails or rough marker comps, accompanied by copy, are fine for roughs. Final layouts should all be done on the computer using Adobe, Canva, or any other resources you find to create clean, professional work. No restrictions on color. Don't get too caught up in learning the creative suite, so focus more on developing great concepts. If you prefer to hand make any projects, please see me first. Writing assignments and scripts must be typed (the proper format will be provided).

You are ultimately entering the field of communication. Therefore, spelling and grammar do count. You will be penalized 10 points for every misspelled word (including mixing up homonyms such as it's and its) and 5 points for every grammar/punctuation error. These points will be doubled on the final portfolio.

Always make a backup copy of your work. Lost originals are not an acceptable excuse for missed deadlines.

THINK YOU ARE NOT CREATIVE?

For many of you, the idea of "being creative" may be uncomfortable. However, while some people may be more creatively gifted than others, anyone can develop their creativity to a greater degree. You WILL NOT fail this course if you try to do a good job. Let's establish collaborative relationships. Your work will be better for it.

4. GRADES + ASSIGNMENTS

ALL PROJECTS AND ASSIGNMENTS WILL BE GRADED ON

- **Research** | Do you have the requisite knowledge to speak credibly about the products and services you have chosen? Have you learned about the target market, what motivates them, and what doesn't?
- **Strategy** | Do you have a good plan for positioning your product in the marketplace? How will you use media to get your message across? Should you use alternative media?
- **Concept** | Is your idea fresh? Extendible? Effective? Appropriate for a campaign or a stand-alone ad?
- **Craft** | Is your layout well-designed? Is your body copy tight, memorable, and evocative? Do the layout and copy work well together? Is the material presentation of your work attractive? Does the typography work? Does your design and copy fit your target audience and the product? Are your visuals appropriate and arresting?
- **Presentation** | Were you professional, enthusiastic, thorough, clear, and compelling?
- **Originality** | Do I want to run down the hall and show your work to every person I see? Can you create a unique, interesting way of looking at the product or service, so that people actually want to hear what you have to say about it?

4. GRADES + ASSIGNMENTS

POINT ALLOCATION

- 100 points (5 points each) | 20 Case Studies (Pass/Fail)
- 50 points | Concept Assignment
- 100 points | Concept Project
- 50 points | Execute Assignment
- 100 points | Execute Project
- 50 points | Selling Assignment
- 100 points | Selling Project
- 100 points | Participation
- 100 points | Critiques

CREATIVE GRADING SCALE

From Leo Burnett HumanKind Scale

- 1 (60%) | Destructive
- 2 (65%) | No idea
- 3 (70%) | Invisible
- 4 (75%) | I don't know what this brand stands for
- 5 (80%) | I understand the brands purpose
- 6 (85%) | An intelligent idea
- 7 (90%) | An inspiring, beautifully crafted idea
- 8 (95%) | Changes the way people think and feel
- 9 | Changes the way people live
- 10 | Changes the world

OTHER GRADING FACTORS

I will also take into account attitude, behavior, effort and the like in your final grade (the intangibles).

This may result in a higher or lower grade.

REVISIONS

If you get lower than a B on any given presentation or assignment you'll be able to revise and resubmit for a higher grade.

5. RESOURCES

ATTENDANCE + OTHER UNIVERSITY MANDATED ITEMS

Absence | 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>.

Of course, life happens, so please chat with me about any foreseen, or unforeseen, absence.

In addition, the buses totally suck, so I'll give you two late days (at the most 20 minutes late). Any additional late arrivals will count as absences.

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.

Honesty Policy | The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honorcode/>) 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 in this class.

5. RESOURCES

ATTENDANCE + OTHER UNIVERSITY MANDATED ITEMS

Grading Policies | Information on current UF grading policies for assigning grade points
This may be achieved by including a link to the web page:
<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>.

Course Evaluation | 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/>.

Campus Resources |

WELLNESS

U Matter, We Care

If you or a friend is in distress, please contact umatter@ufl.edu or 352-392-1575 so that a team member can reach out to the student.

Counseling and Wellness Center

<http://www.counseling.ufl.edu/cwc/>
352-392-1575

ACADEMIC

E-learning technical support

352-392-4357 (option 2) or e-mail to Learningsupport@ufl.edu. Also visit <https://lss.at.ufl.edu/help.shtml>.

Teaching Center for study skills and tutoring at Broward Hall.
352-392-2010 or 352-392-6420.
<http://teachingcenter.ufl.edu/>

Writing Studio for help formatting, brainstorming and writing papers at 302 Tigert Hall, 352-846-1138.
<http://writing.ufl.edu/writing-studio/>

5. RESOURCES

CREATIVE RESOURCES

Adobe Creative Suite | Check out Adobe Cloud here: www.adobe.com/creativecloud.html. Most campus computers also have the creative suite installed on them. You can also get special student pricing on the software here: <https://info.apps.ufl.edu/adobeatufapps/>.

Canva | If Adobe isn't your thing, try out Canva: www.canva.com.

Slides Carnival | For creating presentations: www.slidescarnival.com.

Behance | This website is great for finding inspiration and downloading fonts and templates. A quick search will yield thousands of results: www.behance.net.

Other Important Links |

- This page has a list of resources:
<http://justcreative.com/2015/07/20/23-awesome-online-resources-for-design-inspiration/>
- List of free stock photo sites: <https://bootstrapbay.com/blog/free-stock-photos/>
- If you need to find an age or social demographic, I suggest using PRIZM. The URL is long, so if you just Google "nielsen prizm" you'll get it. If you want the direct URL, let me know.

7. COMMON QUESTIONS

Q: I have no desire to pursue a creative career. Why do I have to take this course?

A: No matter what career path you ultimately choose, you will need to think creatively and creatively solve problems. It will always help you to understand how advertising is “constructed” and what differentiates good creative from bad. My goal is that, after this class, you will NEVER say “I’m not creative.” Finally, you may discover a talent for creative work that you did not know you had. Students frequently decide on creative careers as a result of taking this class.

Q: Is this an easy class, because I’m taking a full course load / working / not very motivated?

A: This class requires you to work outside the classroom to complete assignments. If you use your lab time wisely, this outside time can be minimized, but not eliminated. We give you opportunities to redo your work for “upgrades,” but again, this requires time. There is no short cut to learning how to create arresting, quality advertising. This class requires concentrated effort. Please plan your schedules accordingly. Also, keep in mind, everyone is not able to “turn on/off” being creative. Sometimes a great idea will appear at the strangest of times. Have notepad or sketchbook nearby. Also, it is very hard to schedule time to “be creative.” Don’t wait until the last minute.

Q: Do I have to finish my work on the computer?

A: You are not required to do so. Well-executed and hand-drawn work is just as likely to earn an “A” as computer-generated work. However, it behooves you to learn and experiment as much as you can about various tools/software while you are in this class. These skills greatly enhance your marketability after you graduate. Also the only way to learn them is to practice!

7. COMMON QUESTIONS

Q: Isn't creative totally subjective?

A: Not entirely. Good writing is good writing. You either grab attention or you don't. A designer either uses/maximizes design principles or he/she doesn't. Your campaign is either cohesive or not. However, ultimately I will evaluate the level of your creativity. The good news is that there are objective measures of "creative exercise" used, like the "do nows" and the case studies.

Q: How should I ask someone if my ad is good?

A: Naturally people (friends, parents or strangers) aren't going to want to offend you or hurt your feelings. So ask them if they "get" your ad and explain it to you. If you have to explain anything to them, then go back to the drawing board.

More questions? ASK!

8. TENTATIVE SCHEDULE

COURSE BREAKDOWN

Section 1: Concept (1/4-1/31)

- 1/4 First day + Getting to know you + Class Introduction
- 1/9 Industry + Creativity + Brainstorming
- 1/11 Creative briefs + Research + Strategy
- 1/16 No class
- 1/18 Room to continue creative briefs + Research + Strategy lecture
- 1/23 Continue concepting + Mood boards + Demonstrative visuals
- 1/24 Lab time for concept project
- 1/30 Concept project presentations
- 2/1 Continue presentations if necessary

Section 2: Execute (2/6-3/22)

- 2/6 Copywriting + Headlines + Subheadlines + Manifestos
- 2/8 Visualization + Typeface + Design Basics + Tools
- 2/13 Traditional media + TV + Radio + Print
- 2/15 Continue traditional media + TV + Radio + Print
- 2/20 Traditional media in-class activity
- 2/22 New media + Social media + Websites + Banner ads + SEO + PPC
- 2/27 Continue new media + Social media + Websites + Banner ads + SEO + PPC
- 3/1 New media in-class activity
- 3/6-3/8 Spring Break
- 3/13 Quick refresh + Lab time for execute project
- 3/15 Lab time for execute project
- 3/20 Extend project presentation
- 3/22 Extend project presentation

TBD...

As we get into discussions and projects, assignments and due dates are subject to change.

An email and announcement will sent through Canvas to announce changes.

8. TENTATIVE SCHEDULE

COURSE BREAKDOWN

Section 3: Sell(3/27-4/19)

3/27	Watch "The Pitch" + Discussion
3/29	Selling your idea + Why you'll love this + Explaining creativity
4/3	Presentations + Public Speaking
4/5	Working with clients + Discussing budget
4/10	Lab time for sell project
4/12	Sell project presentation
4/17	Sell project presentation if needed
4/19	No class!

CASE STUDIES

Case studies are due before class and emailed to Deaven at deavenf@ufl.edu as a PDF.

1/9	Case study #1	2/22	Case study #11
1/11	Case study #2	2/27	Case study #12
1/18	Case study #3	3/1	Case study #13
1/23	Case study #4	3/13	Case study #14
1/24	Case study #5	3/15	Case study #15
2/6	Case study #6	3/27	Case study #16
2/8	Case study #7	3/29	Case study #17
2/13	Case study #8	4/3	Case study #18
2/15	Case study #9	4/5	Case study #19
2/20	Case study #10	4/10	Case study #20

REPLACING CASE STUDIES

If you want to replace a case study with another activity (ex. reading a book and presenting a review, getting Google Analytics certified, etc.) please let me know at least a week before and we can discuss how to replace the case study points.