

welcome to the team!

We are happy to welcome you to your new position on the team at the ADV4101 Agency! I am sure you will enjoy the role and will find that your skills will be sharpened and challenged in this fun agency environment. Your position will report directly to me. I have included my contact information at the bottom of this welcome letter.

about us...

ADV4101 Agency focuses on creating strategic, memorable and persuasive messages for a variety of media.

While here you will gain new insights into the creative process, enhance your ability to generate ideas individually and as part of this talented agency. You will develop and improve upon your creative presentation skills and acquire essential design principles and layout skills using the software, InDesign and Photoshop.

We hope you also enjoy giving constructive feedback. Evaluating your own work and the work of others on your team at ADV4101 Agency is key to ensuring the best work!

what's next...

As agreed, your first day on the new job is this week and we will see you at the 'office' every Mon and Wed, on time.
FYI, the dress code here is casual unless we are pitching or in a presentation, ((wink)).

I wanted to give you an overview of what you'll be working on while with us at ADV4101 Agency. The following pages contain your 'handbook' for new team members and should answer any questions you have about your role, expectations of me and your time here at the ADV4101 Agency.

If you have questions, please feel free to email me.
I really look forward to working with you!
~ April Schroeder

The best way to contact me is via email. I check that often. Note, I rarely check email outside of business hours, so don't expect replies on weekends or evenings.

April Schroeder | Email: aprills@ufl.edu | april@liquidcreativestudio.com

It's like a real job!

Think of this class like a job at a real agency. Deadlines, Reviews, Creative Comp's, Deadlines, Critique's, and more Deadlines will be a part of your career in advertising. This semester we will develop an ad campaign while focusing on creative strategy for use in traditional and nontraditional media platforms. You will be pushed to think conceptually about your work and to engage your audience to take action.

Objectives

- Research to find a solution to promote a product or service.
- Write creative briefs and apply them to campaign work.
- Draft initial sketches of an ad and campaign components.
- Develop creative concepts and execute them effectively.
- Learn the basics of design software used in the industry.
- Craft a cohesive and strategic campaign to a target audience.
- Explore new technologies and use these technologies in your campaigns.
- Understand how to be objective and positive in your own work and looking at the work of others.

Prerequisite

3JM-ADV, Minimum grades of C or better in MMC 2100, ADV 3008, MAR 3023 and VIC 3001.
Coreq: ADV 3500.

Required Materials

By the **second class**, you need to have the following items with you at each class:

- Black marker (Sharpie brand is good)
- One large unlined pad of Sketch Paper (can be bought at Hobby Lobby, Michaels, Art store).
- A laptop, with access to the Adobe Creative Suite software (see below)

Software & Textbook

Required: Access to InDesign and Photoshop. Adobe offers Creative Cloud for approx \$20 a month. The cost is \$173.35 for the year. To get started, visit: <http://helpdesk.ufl.edu/software-services/adobe>
You MUST subscribe to, download, and install the Adobe Creative Cloud suite of software before classes begin. If you are not able to fulfill this requirement, then you must drop this course. This policy is in line with the College's computer/equipment requirement, which can be found here: <https://www.jou.ufl.edu/currentstudents/current-undergraduate/current-academics/equipment>

Open Labs on Campus: If you are having issues with the Adobe Creative Cloud on your computer, you should make arrangements to use the open labs on campus. Issues with the software on your computer will not be accepted as an excuse for late or missing assignments!

The Adobe Creative CC Suite is on all Academic Technology computers. So all computers in the Architecture, Marston, CSE, HUB, Norman, and Weil computer labs are equipped with this software.

Recommended Textbook: Advertising Concept & Copy - George Felton

Good Reads and Online Viewing:

- Communication Arts magazine. - If you're serious about design, get a subscription! They have student rates of \$39 per year. Visit their website at www.commarts.com.
- The Advertising Concept Book by Barry
- The Pitch on AMC (can download old shows via itunes)

The Fun Stuff that counts!

We will spend the majority of our time working on one main campaign from start to end, which will lead up to your final project and presentation to the class. This main campaign project will be broken into 4 individual parts with 4 grades for each part throughout the semester.

These 4 part's will cover:

Part 1. - Traditional Media

Part 2. - Digital Media

Part 3. - Outdoor and Non Traditional

Part 4. - Final Campaign, Presented In Class via Zoom

To Include: Your Two Print Ads (full and half pg), Two Digital Ads (one being a Facebook carouseul ad), One Outdoor Ad (billboard, transit, etc.), One video with story boards, One Radio Spot, and One non-traditional concept (cannot be another social or digital).

Most creatives in the ad industry put in vast amount of time into a campaign before pitching it to a client. What is most important is the concept behind each campaign, that it is as creative as possible. Expect to spend many hours outside class working on your campaign deliverables leading up to the final presentation. For your final presentation - pretend the class is a roomful of business people with lots of money, ready to spend on the best creative campaign. Convince them that your idea is the one they should invest in! You can use Powerpoint to complete the final presentation or any other tool - just be sure to be creative!

Weekly Homework:

There will be weekly homework assignments. Sometimes these will include your finding an example of an advertisement to review and critique. You must think critically about why this ad worked or did not. This homework will be tweaked slightly depending on the "unit" we are covering, see Canvas for direction. ***Homework is due by canvas prior to class.***

Think You're 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 pass this course if you try. Let's establish collaborative relationships and guide one another. Your work will be better for it!

The Other important stuff...

Information regarding course attendance is available at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>. These regulations include excusing students for religious holidays, deaths in the family, jury duty, and extreme illness.

I ask that if you are unable to attend a zoom meet-up or complete your assignment by the deadline due to an "EXCUSED" absence, according to the UF policy noted above, that you please email me **in advance** so I am aware. Letting me know after the fact is not acceptable.

Concepts Will be graded on...

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

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?

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? 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? Is/are your visuals appropriate?

Presentation. Were you professional, enthusiastic, thorough, clear, and compelling?

Originality. 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? Do I want to slap it up on my social media and show it off because it's so awesome? (I hope so)!

Execution

Usually, thumbnails or rough marker comps are just enough to convey the idea accompanied by typed copy by due date (for roughs). No restrictions on medium or color -- whatever works. You will learn how to use computers for layout, but in the first few weeks, the computer is a hindrance to good idea generation. I'd rather you use your time to develop great concepts, not computer layouts. Writing assignments and scripts must be typed (the proper format will be provided). Handwritten scripts are unacceptable. You are ultimately entering the field of communication. Therefore, spelling and grammar do count. You will be penalized for misspelled word (including mixing up homonyms such as it's and its) and grammar/punctuation errors.

How Your grades are averaged

Your final class grade will be averaged from your scores on the following projects:

1. Main Campaign Project - (Client/product to be announced in the first month of class)

Part 1. - Traditional Media - 10%

Part 2. - Digital Media - 10%

Part 3. - Outdoor and Non Traditional Media - 10%

Part 4. - Final Campaign, Presented In Class - 30%

2. Critiques = 10 %

3. Weekly Homework (Case Study Ad Reviews & Other) = 20%

4. Quizzes = 10%

Final Letter Grades and %

A	92.5-100%
A-	89.5-92.4%
B+	86.5-89.4%
B	82.5-86.4%
B-	79.5-82.4%
C+	76.5-79.4%
C	72.5-76.4%
C-	69.5-72.4%
D+	66.5-69.4%
D	62.5-66.4%
D-	59.5-62.4%
F	59.4% and below



Course Evaluations

Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted on line 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>

Supplementary Information

Supplementary information, announcements, reminders, sample test questions, and critical thinking exercises will be posted on e-Learning in Canvas or the class listserv sent via email to you. Please check both regularly.

How to Access Canvas

- Access requires a Gatorlink account. If you need to establish a Gatorlink account, go to <http://www.gatorlink.ufl.edu/>.
- Once you have created a Gatorlink account, access e-Learning support services home page at <http://lss.at.ufl.edu>. Select "e-Learning in Canvas". Log in using your Gatorlink ID. ADV 4101 should be listed under "courses". If you are unfamiliar with Canvas, information can be found under the "help" tab.

Lecture material and information are the property of the University of Florida and the course instructor and may not be used for any commercial purpose. Students found in violation may be subject to disciplinary action under the University's Student Conduct Code. Only students formally registered for the course are permitted to attend lectures.

Software Use

All faculty, staff and students of the university are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against university policies and rules, disciplinary action will be taken as appropriate.

Students with Disabilities

The Disability Resource Center coordinates the needed accommodations of students with disabilities. This includes registering disabilities, recommending academic accommodations within the classroom, accessing special adaptive computer equipment, providing interpretation services and mediating faculty-student disability related issues. Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation.

Contact information: 0001 Reid Hall, 392-8565, www.dso.ufl.edu/drc/

Campus Helping Resources

Students experiencing crises or personal problems that interfere with their general wellbeing are encouraged to utilize the university's counseling resources. The Counseling & Wellness Center provides confidential counseling services at no cost for currently enrolled students. Resources are available on campus for students having personal problems or lacking clear career or academic goals, which interfere with their academic performance.

- University Counseling & Wellness Center, 3190 Radio Road, 352-392-1575, www.counseling.ufl.edu/cwc
 - Counseling Services
 - Groups and Workshops
 - Outreach and Consultation
 - Self-Help Library
 - Wellness Coaching
- U Matter We Care, www.umatter.ufl.edu
- Career Resource Center, First Floor JWRU, 392-1601, www.crc.ufl.edu

Academic Integrity

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 obliged to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor of this class. You can review UF's academic honesty guidelines in detail at: <https://www.dso.ufl.edu/sccr/seminars-modules/academic-integrity-module>