COURSE INFORMATION

ADV4101 // Section #0067 // Mondays & Wednesdays 1:55 - 3:50 p.m. (Period 7-8)

PREREQUISITES: 3JM-ADV, Minimum grades of C or better in MMC 2100, ADV 3000, MAR 3023 and ADV 3203. Coreq: ADV 3501.

COURSE DESCRIPTION: Advertising is one of the best examples in our everyday lives of the convergence of writing and design. This course, Copywriting and Visualization, takes a deeper look into both the overall theories of design and writing, as well as the specific elements that make up many common types of advertising, including print, electronic, and non-traditional. By exploring the creative side of the advertising industry, future advertisers can gain valuable insight into what happens behind the doors (or within the cubicles, at least) of creative studios, regardless of his or her plans for a future career path. Please understand that this course involves a high level of interaction between the instructor and your peers throughout the semester, often including group critiques of work. The course is designed this way to hone your aesthetic skills and understanding while pushing your creative boundaries.

COURSE OBJECTIVES:

- To understand and effectively apply creative strategy to solve advertising problems
- To understand the value and application of creative briefs in the advertising industry
- To gain a deeper understanding of the creative side of the advertising industry
- To learn how to apply a strategic message across multiple types of media
- To gain experience generating creative ideas individually and as part of a team
- To develop creative presentation skills
- To recognize and understand specific design and layout principles
- To learn how to communicate to varying audiences, including multicultural and international consumers
- To constructively evaluate your own work as well as the work of your peers
- To learn about emerging technology in advertising and how to take advantage of it to execute a creative strategy
- To gain the skills required to brand yourself to kick off and sustain your future career

REQUIRED MATERIALS: By the second class meeting, you should have:

- 11”x14” unlined sketch pad (having the correct size is critical)
- Several black magic markers (wide tipped)
- Flash drive (8-16gb should be sufficient)
- Access to Adobe InDesign & Photoshop (Adobe offers Creative Cloud to students for just $20 per month)
EVALUATION (GRADING): The objectives of this course include learning specific information related to writing and design as well as the improvement and development of your own personal creative skills. Therefore, the grading system is split between exams, quizzes, assignments, class participation, and especially your own creative work in the form of multiple cumulative campaigns. The point breakdown is outlined below:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scheduled Exams (2 x 100pts)</td>
<td>200</td>
</tr>
<tr>
<td>Homework/Exercises</td>
<td>100</td>
</tr>
<tr>
<td><strong>PARTICIPATION</strong></td>
<td></td>
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<tr>
<td>Critiques/Class Participation</td>
<td>50</td>
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<tr>
<td>Brand Yourself Presentation</td>
<td>50</td>
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<tr>
<td><strong>CAMPAIGNS</strong></td>
<td></td>
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<tr>
<td>Brand Yourself Campaign</td>
<td>100</td>
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<tr>
<td>Fun Product (4 executions x 50pts)</td>
<td>200</td>
</tr>
<tr>
<td>Major Campaign</td>
<td>300</td>
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</tbody>
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= 1000 POINTS  
Divide by 10 for your final grade

A 100-95 // A- 94.9-90 // B+ 86-89.9 // B 83-85.9 // B- 80-82.9 // C+ 77-79.9
C 73-76.9 // C- 70-72.9 // D+ 66-69.9 // D 63-65.9 // D- 60-62.9 // F 0-59.9

EXAMS: We will take two scheduled exams during the semester. The exams will be held during class time. The subject matter covered by both exams is outlined in the course schedule below.

HOMEWORK & EXERCISES: Throughout the semester, you will have homework including creating initial concepts, making presentations, and other assignments which will either be turned in for a grade or presented to the class for critique. If you miss an in-class assignment due to an unexcused absence, or if you do not have your materials on the due date, you will be penalized. Homework and exercises vary in point value and you must be present in class to present your work. Please also keep in mind that, in addition to penalizing points for missed assignments, unexcused absences may also have a negative effect on your class participation points.

CRITIQUES & CLASS PARTICIPATION: A major component of this course is creative presentation and group critique. During the semester, you will present many small assignments and also complete a formal presentation of your “Brand Yourself” campaign. During group critiques, participation is necessary to ensure that everyone receives constructive feedback on their work. You will receive points for each unique, insightful comment made during our group critique sessions.
BRAND YOURSELF CAMPAIGN: This campaign is focused on branding yourself for potential real-world employers and clients. The campaign will consist of:

- An about me statement (20 pts)
- A personal logo (20 pts)
- A resume (20 pts)
- Your own personal website (40 pts)

During the semester, you will present this campaign as a formal creative presentation in front of the class (50 pts.) The presentation will be graded separately from the content of the campaign.

FUN PRODUCT CAMPAIGN: This campaign is to get your creative juices flowing throughout the semester based on concepts and lessons from the lectures. At the beginning of the semester, you will choose a “fun product” from which you will create all four final deliverables. All four executions in this campaign will be based on the same product, so choose wisely – something for which you won’t run out of ideas. The campaign will consist of:

- A creative brief
- One print execution (50 pts)
- One TV execution (50 pts)
- One digital/online execution (50 pts)
- One out-of-home, non-traditional execution (50 pts)

FINAL MAJOR CAMPAIGN: Your final campaign will be a cumulative, integrated campaign advertising a single product that fits into one of the categories below (or another approved by me.) This campaign will be completed primarily outside of class and will not have dedicated peer-critiques. The campaign MAY NOT be targeted to the 18-24-year-old college demographic. The campaign also MAY NOT be for a restaurant or any local business. Your final campaign will consist of:

- A creative brief
- Two print executions (2 x 50 pts)
- One TV or radio execution (50 pts)
- One outdoor execution (50 pts)
- One digital/online execution (50 pts)
- One non-traditional execution (50 pts)

PRODUCT CATEGORIES:
- Any kind of toiletry (shampoo, toothpaste, etc.)
- Any over-the-counter medication
- Any kind of car
- Any kind of household product
- Airlines or other kinds of services
- Any kind of packaged food item
- Cosmetics
- Beverages
- Electronics
- Other ideas that are approved by your instructor.

YOU MAY NOT DO A CAMPAIGN FOR: condoms, water pipes, hangover medicines, etc. Use common sense!
You should start working on your major campaign by mid semester. I am happy to discuss concepts and ideas with you throughout the semester, but do understand that the end of the semester gets hectic and I can’t guarantee we will both have time to review all of your work prior to its final due date. Please also note, **you may work with a partner on your final major campaign**. If you choose to work with a partner, you will both receive the same grade on the final campaign. There are no excuses if a partner fails to turn in the project or his or her portion of the campaign. To work as a pair, you must let me know at the time you select your major campaign’s product.

**HOW CREATIVE WORK IS GRADED**: Don’t worry. Not everyone is interested in working in the creative side of advertising – I know that. However, it is important that you have a very good grasp on what goes into executing creative work. In this course, your work will be graded based on many different factors, none of which require a tremendous amount of artistic ability. Our major projects are based on a 50 point scale. Each of the following elements factors into your final grade and takes into account every step in the creative process, from strategy to final execution. For some projects, the scale will be modified according to the final point value (e.g. a 20pt assignment will be adjusted down proportionally):

**10 PTS**: **STRATEGY / BASED 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? 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? Although this class does not require formal research, you should be able to explain each conscious decision throughout your creative process based on real-world criteria.

**20 PTS**: **CONCEPT**: Is your idea fresh? Extendible? Effective? Your concept is the idea for an advertisement that you will develop based on your background research and knowledge. A strong concept will communicate to your audience your underlying campaign strategy through a clear and creative idea. Your concept will also be judged based on its originality. Has the idea been done before? 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?

**15 PTS**: **EXECUTION/CRAFT/QUALITY OF WORK**: 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 and arresting? Keep in mind that, just because you might not consider yourself an artist, you still have the tools necessary to create very high quality work.

**5 PTS**: **CAMPAIGN CONGRUENCE**: Does your concept fit in with your overall product campaign? An important factor in the advertising world is the “extendability” of a concept. The more ideas that can come from a single concept, the better.
EXECUTION: Usually, thumbnails or rough marker comps – just enough to convey the idea – accompanied by copy by due date for roughs. Final layouts should all be done on the computer, preferably in Adobe InDesign. No restrictions on medium or color – whatever works. You have learned 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).

You are ultimately entering the field of communication. Therefore, spelling and grammar do count. You will be penalized 5 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.

ABSENCES: There is a high correlation between regular class attendance and the best grades. I reserve the right to reduce your final grade 1/2 a letter grade for each unexcused absence. We only meet twice a week so come to class.

An absence is excused for urgent personal or family health conditions certified by a physician or counselor, religious holiday, certified University business or participation in a University sporting event, or a certified military obligation. (Italicized must be pre-approved by the instructor one week in advance of the event.) In all other cases, you must notify the professor by noon on that class day that you will be or were absent in order to be excused. Don’t schedule non-urgent doctor’s appointments (yearly dental check-up, physicals, etc.) during class time; these won’t be excused. If you know you’re going to miss class, you must submit it to me in writing.

What doesn’t count for excused absences? Entertaining out-of-town guests, missing airplanes (unless weather-related), sick roommate/pet, etc. If it isn’t mentioned in the paragraph above, it isn’t excusable. Additional information is available at: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx.

Makeup work for excused absences will be due the next class or lab period. Turn it in the minute you walk in the door. Make sure this work is clearly marked “Makeup” at the top center of the page. Also if you missed class and it was an excused absence, it is your responsibility to ask for any assignments, handouts, etc. in the following class period and not right before the exam. If you have an unexcused absence, I WILL NOT provide you with copies of handouts, etc. If you miss class/lab, you will not receive credit for work missed and no makeups will be offered. I will not review material that has already been covered in class. If you miss class, it is your responsibility to acquire missed handouts, notes, and/or explanations of missed material from your classmates.

NOTE: Many of the lab periods during the semester include separate points for work that you will be presenting. You will lose these points if you come to lab unprepared (if your ad/concept is not ready to present)! I also reserve the right to deduct points if I feel that you threw the work together right before class.
LATE POLICY: Don’t worry. Things happen. However, attendance is extremely important to your success in this course. I’ll give you two freebies during the semester to be late to class. Late means up to 15-20 minutes after our scheduled time. Anything later than that will be considered an unexcused absence and could have a negative impact on your grade. Any late arrivals after the first two could also result in deducted points from your final grade.

THINK YOU’RE NOT CREATIVE?: We can’t all be Alex Bogusky. That’s ok. I understand that many of you have no interest in working in the studio in your future career. However, just because you don’t consider yourself creative DOES NOT mean you can’t create excellent work. Rest assured that the effort you put into your work shows at every step in the process, regardless of your creative prowess. If you work hard and genuinely focus on the principles of writing and design that we discuss, you’ll have no problem earning a high grade.

In addition to your final work, this course also aims to develop skills that will help you in any career path you choose – namely the ability to grow and improve from constructive criticism. No matter how many hours you put into a project, sometimes all it takes is 30 seconds and a fresh set of eyes to take it to the next level. Please understand that the critiques you receive throughout the semester, from me and your peers, are 100% in the interest of improving your work. Just as you will surely see opportunities for refinement in your peers’ work, they will see it in yours. Focus on receiving their comments with an open mind.

STUDENTS WITH DISABILITIES: Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students will provide documentation to the student who must then provide this documentation to me when requesting accommodation. If your disability requires special testing arrangements (e.g., extra time, quiet environment), you will be taking your exams at the disability office and not in the building. You will also need to keep track of the appropriate paperwork for this. “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.

THE 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-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 or TAs in this class.”

Class schedule follows on next page. Syllabus is subject to change with instructor notification. There may be extra credit opportunities related to research studies.