

advanced advertising creative

dr. goodman • 2076 Weimer • 392-2704 • rgoodman@jou.ufl.edu

office hours:

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

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

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).

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 Molly Stires 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)
- 1 nontraditional idea
- 2 promotional ideas
- at least 2 ideas/suggestions for the best use of social media
- 1 "your choice" (must be strategic)

peer evaluation

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

research

you will do both primary and secondary research for this project. take it seriously. the client does.

rough draft

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). however, 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 and will lose 2% off final grade

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 handed out in class during the first two 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. will solidify after client meeting

week	what we're doing/what's due
January 5	"speed-teaming." decide on your team. go over the class. sign releases. assignment: secondary research
January 12	client briefing. be ready with questions for the client. it's your time to impress. assignment: primary research begins
January 19	8 slogans and accompanying creative concepts are due for team meeting. Final one decided on.
January 26	primary and secondary research write ups due on Canvas. 2 ideas/suggestions for best use of social media due.
February 2	3 TV roughs due.
February 9	Updated TV due. 1 nontraditional idea due.
February 16	1 "your choice" is due plus updates on anything to date
February 23	Rough book due (may be changed)
March 3	SPRING BREAK
March 10	Practice (mock) client presentation. Will get critiques and feedback. Finalize your book for the client. Will need 2 copies. (may be changed)

goodman will be out of town March 23rd for a conference

TBA ON CLIENT PRESENTATION