



copy & viz

adv 4101 • fall 2017

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or by appointment.

No appts available on Fridays.



“Curiosity about life in all of its aspects, I think,
is still the secret of great creative people.”

Contacting the professor

The best way to contact me is via email. I check that a lot. However, I rarely check email outside of business hours, so don't expect replies on weekends or evenings. I don't check my voicemail often and can't check it when I'm working away from the office, so if you need a response from me, email me instead through outlook or gmail, not Canvas. That is your best guarantee of a response.

Prerequisite

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

Course Description

Application of creative strategy for print, electronic and “new” media. Required preparation of advertisements, including rough layouts and storyboards. Plus development of your aesthetic sophistication, so you'll know not only how to make an effective ad but an ad that people will enjoy seeing/hearing. That means that I'll be pushing the limits of your creativity and challenging you to enlighten, entertain, enrage, and engage us with your work.

Objectives:

- To push your creative thinking.
- To apply creative strategy to an advertising problem.
- To practice writing creative briefs and following them for campaign work.
- To learn how to come up with creative concepts and apply them.
- To learn how to create strategic, memorable, persuasive messages for a variety of media.
- To enhance ability to generate ideas individually and as part of a creative team.
- To develop/improve creative presentation skills.
- To practice and enhance essential design principles and layout skills.
- To practice Adobe applications for layout.
- To learn how to create advertisements for multicultural and/or international audiences.
- To constructively evaluate your own work and the work of others.
- To explore and learn more about emerging technologies in advertising, as well as create ads for these technologies.

Required materials

IMPORTANT! By the second class, you need to have the following items:

Fat, black magic marker; One pad unlined paper that is 11x14

(NOT 8.5x11). You'll be buying new paper if you don't buy the right size. A laptop.

Textbooks

Required: access to InDesign and Photoshop (Adobe offers Creative Cloud for \$20 a month)

Recommended: *Advertising: Concept and Copy 3rd edition* (or later)/G. Felton

Suggested Readings: *How, One Show Awards* books, *Communication Arts* magazine (If you're serious about design, get a subscription. They have student rates of \$39 per year. Call 1.800.258.9111 or visit their website at www.commarts.com).

- *The Advertising Concept Book* by Barry
- *Made to Stick* by Heath and Heath
- *The Pitch* on AMC (can download old shows via itunes)

Evaluation

The major campaign you turn in at the end of the term will serve as your final. It will represent the culmination of everything you've learned this semester. Expect to spend many hours outside class working on it. Your class grade will be derived from your performance on the following projects:

1. Two scheduled exams (100 points each)	200
2. Quiz	10
3. Homework/exercises/critiques	*
4. Practice Creative (2 total)	75
5. D&AD creative mini project	100
6. Portfolio	
Major campaign	300
Peer evaluation	see below

Peer evaluations. Generally peer evaluation are very good. However, when they aren't, they should impact your final grade. Your final project is, after all, the most important assignment in class and acts as a final exam. You will evaluate your team members AND list exactly what you did to contribute to the project.

93.1-100	Project grade is unaffected
90.1-93	Minus 25 points on your project grade.
88.1-90	Minus 35 points on your project grade
80-88	Minus 45 points on your project grade

These will continue to increase in 10 point increments. So those whose evaluations are in the C+ range will have minus 55 points and so on. I also use a mid-point evaluation. This one IS NOT punitive. It serves as a warning if you aren't pulling your weight.

Exams & Quizzes. You will take two scheduled exams and one quiz over class lectures and materials. Computer programs (InDesign, Photoshop) will not be on exams or quizzes. Exams and quizzes include short answer, T/F, and short essay items. NO MULTIPLE CHOICE.

Homework/exercises. You receive credit for on-time class participation. Throughout the semester, you will be required do homework, make presentations, and create initial concepts. You will lose 10 points if you come to class unprepared. I will make note of anyone who looks

“I'm not really an ad man. I'm just a guy
who likes to write about cool things.”





“There is no such thing as a Mass Mind. The Mass Audience is made up of individuals. When advertising is aimed at millions, it rarely moves anyone.”

like they threw their work together at the last minute as well. You may not give me your ad to present in lab ahead of time; you must be physically present to present ads in lab. Furthermore, missing a lab for an unexcused reason will not only lose you attendance points, but **you will also lose 10 points for not being in class and prepared.** Points per assignment, as indicated in syllabus schedule. *These points may increase or decrease over the semester depending on our time management in class.

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>

Critiques. You will also receive extra credit for your critiques of your classmates' work in class. I will award these points on the spot in class: 1 point for each helpful comment. 5 pts maximum. We will also vote for our Top 2 favorites each week we present. Top 2 teams receive extra credit (4 pt= 1st place, 2 pt = 2nd place).

Practice creative. These are pieces that you will create in and out of class, on deadline, putting into practice your creative concept for your final project. EVERY ONE OF THESE PRACTICE CREATIVES WILL BE DONE USING THE SAME PRODUCT, WHICH I LOVINGLY CALL “YOUR FUN PRODUCT.” Therefore, choose your “fun product” wisely, so you won't be bored or run out of ideas. You will develop your major campaign from this initial work. See schedule for how many points each one is worth.

D&AD project. You will work on a team of 2 to 4 people. Your team will choose one of the D&AD competition briefs to work on. Deliverables will depend which brief you choose. Dr. Goodman will let you know what those deliverables are.

Project. Your major project consists of one 360 degree campaign. I often call this campaign your major campaign. It will be for a “fun” product of your choice. You may choose a product that fits into one of the categories below or another category expressly approved by me. For example, you could choose to do a campaign Breck shampoo (category 1) or the Windex (category 4). NO CAMPAIGN may be targeted to 18-24 year old college students. Remember that most of the world does not fall into this category, so you need to expand your horizons. NO ADS FOR LOCAL OR REGIONAL BUSINESSES. NO ADS FOR RESTAURANTS.

Product categories:

1. Any kind of toiletry (shampoo, toothpaste, etc.)
2. Any over-the-counter medication
3. Any kind of car
4. Any kind of household product
5. Airlines or other kinds of services
6. Any kind of packaged food item (gum, cereal, etc.)
7. Cosmetics
8. Beverages
9. Electronics
10. Other ideas that are approved by your instructor.

YOU MAY NOT DO A CAMPAIGN FOR: condoms, water pipes, hangover medicines, etc. Use common sense!

Major Campaign consists of a creative brief, three print executions, one outdoor ad (billboard, transit, etc.), one TV spot, one social media idea, and one nontraditional type of execution (the nontraditional cannot be another social media idea). 300 pts

You WILL work in a team of 2 to 3 to develop your major campaign. (There is no exception to this. In the real world, you work in teams, not alone). No excuses if a partner fails to turn in the project or do his/her share of the work. However, you will evaluate your teammates, and this will be part of your grade. The team will turn in one campaign and make it clear with whom you worked.

Concepts 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? Is/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?

Grade Scale

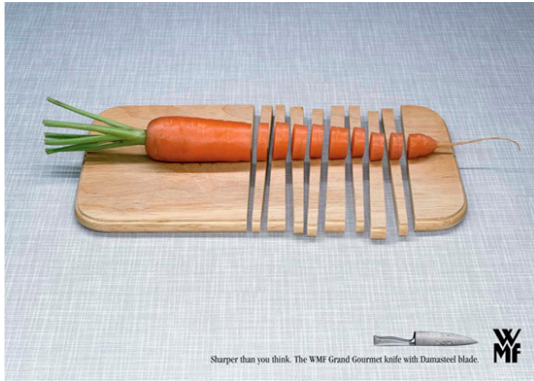
A+	97-100	Your work was consistently the best in the class. (In reality UF does not allow A+ grades)
A	95-96.9	Outstanding work. Unexpected, well crafted, on time.
A-	90-94.9	Very good work. Not exactly the most creative idea though. Well-crafted and on time.
B+	86-89.9	Very good. Well-crafted and on time. Maybe a minor flaw. Not a totally creative idea.
B	83-85.9	Good work. Seldom unique, but well-crafted and on time.
B-	80-82.9	OK work. Not unique. Many problems but some promise.
C+	77-79.9	Expected executions; craftsmanship problems; other flaws
C	73-76.9	Expected executions; lapses in craftsmanship, flawed
C-	70-72.9	Expected executions; lapses in craftsmanship and major flaws
D+	66-69.9	Major flaws, with some redeeming characteristic. On time.
D	63-65.9	Little effort. No idea. Poor writing. Messy. On time.
D-	60-62.9	Little effort. No idea. Poor writing. Messy. On time.
F	0-59.9	No effort. Late. Didn't follow assignment or instructions.

Re-do Did not follow assignment so must re-do. Due the following week.

For more information on UF grading policies, see: <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

“Images call on the emotion rather than the intellect.”





“A copywriter, like a lawyer, builds cases for clients by selecting truths that are positive and omitting truths that aren’t.”

Other grading factors

I will also take into account attitude, behavior, effort, and the like in your final grade, which may result in a higher or lower grade. So if I see that you’re texting in class, talking when I’m talking, generally being rude, or similar behavior, that will reflect in your final grade.

Absences

There is a high correlation between regular class attendance and the best grades. You have ONE vacation day during the semester. If you take a vacation day, the work that was due is still due (so no extension for taking a day off). I will reduce your final grade 5% for each unexcused absence beyond your vacation day.

I will consider excusing a student in an extreme case, which is at my discretion. **DO NOT SCHEDULE DOCTOR’S APPOINTMENTS, JOB INTERVIEWS, OR PERSONAL TRAVEL (including weddings, family reunions, etc) DURING THIS SEMESTER.** These will all be considered your vacation day so plan wisely. We don’t meet frequently so come to class.

Additional information 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. You must **email me before** class to let me know that you won’t be there if you absence qualifies as an excused absence. You will also have to produce documentation to support the absence.

If you leave class before it ends without my OK, you may be counted as unexcused. If you text, play on the computer, etc. during critiques, I will deduct 10 points from your final grade.

If you miss class/lab and are unexcused, you will not receive credit, there are no makeups, and I will not review what we covered in class. It is your responsibility to find a colleague who is willing to fill you in on what you missed.

Makeup work for excused absences will be due the next class or lab period. 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. Unfortunately, I cannot review material that has already been covered in class.

Late Policy (MAKE SURE YOU READ THIS)

I know we all are late from time to time, but your boss (that’s me) expects you to be on time for your job (this class). You will have 10 points deducted from your final grade for each time you’re late after two late class periods. If you come to class more than 20 minutes late, you will not be counted as having attended class that day so you’ve taken your vacation day.

Other expectations

I expect you to turn off your cell phone in class, be attentive (i.e., not talking to others) and not to work on the computers (or check email, post to Instagram, etc) when I am or others are talking. These actions will negatively affect your final grade and show me that you are unprofessional. **Professionalism plays a role in high/highest honors.**

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 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). Handwritten scripts will receive an E.

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. Why? Because in the field you're going into, a client won't accept that as an excuse.

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 NOT fail this course if you try to do a good job. Let's establish collaborative relationships—critique and guide one another. Your work will be better for it.

Critiques aren't meant to hurt you; they're to help you learn. The people who do the best work solicit criticism and make their work better as a result of it. If you hide from criticism or refuse to respond to it, your work cannot improve. EVERY ONE OF YOU WILL GET FEEDBACK ON EVERY PIECE OF WORK YOU DO IN THIS CLASS. It may come from me or from peers. Welcome it. It's necessary for your creative growth.

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 the instructor 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.

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



“Advertisers are an uninvited guest in the living room of a prospect who has the magical power to make you disappear instantly.”



“Just because your ad looks good is no insurance that it will get looked at. How many people do you know who are impeccably groomed...but dull?”

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.”

Student complaint process

Student complaint process is at: https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf

Class schedule follows on next page.

Syllabus is subject to change with instructor notification. There may be extra credit opportunities related to research studies.

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/>.

“There is no such thing as long copy.

There is only too-long copy. And that can be two words, if they’re not the right two words.”

course schedule

for every assignment, presentation, exam, etc., there are specific instructions on CANVAS in the assignment folder. you are responsible for reading these instructions.

date	to do
Aug. 21	Go over syllabus. Fill out information sheets. <i>Optional: Read Chps. 1-6, 15 Robin Landa piece on elearning.</i> <i>Ad for you assigned and due on Wednesday.</i>
Aug. 23	Start Creativity, strategy & brainstorming lecture **Present ad for you (5 pts)**
Aug. 28	Speed teaming/meeting. Creativity, strategy & brainstorming lecture continue <i>Work on 2 concepts for D&AD project due next week.</i>
Aug. 30	Creativity, strategy & brainstorming lecture finished **Team for D&AD and which D&AD brief your team chose declared.**
Sep. 4	NO CLASS. LABOR DAY HOLIDAY. <i>Watch Creative Tools online lecture and take quiz.</i> <i>Suggested: Read Chps. 7-10, 16-26 for Copy and Creative Tools lectures</i>
Sep. 6	Ad extension and immersion. **Creative Tools quiz due by 9:35 am on Canvas. (10 pts)** **2 concepts for D&AD project due. Will discuss if time permits.**
Sep. 11	Copywriting lecture <i>Work on sketches for your D&AD project.</i>
Sep. 13	Copywriting lecture finished. **Present sketches of idea for your D&AD project to class.** <i>Study for EXAM 1. Covers creativity/brainstorming/strategy, brand storytelling, copywriting, and creative tools.</i>

date	to do
Sep. 18	<p>**Exam 1 (100 pts)** Covers creativity/brainstorming/strategy, brand storytelling, copywriting, and creative tools. The exam is open book so you'd better bring your notes. NO SHARING! (Sidenote: you cannot "play" the Creative Tools lecture so you'll need the accompanying Powerpoint notes). <i>THIS EXAM IS ONLY 50 MINUTES LONG!!!!</i></p> <p>Begin Design & Layout lecture</p>
Sep. 20	<p>Design & Layout lecture continued</p> <p>**Present rough drafts of idea for your D&AD project to me.**</p>
Sep. 25	<p>Design/Layout lecture finished</p> <p>**D&AD team project and group member evaluation due (100 pts)** Minus half a letter grade on project if you fail to turn in group member evaluation.</p> <p><i>Begin work on your headline/copy ad</i></p>
Sep. 27	<p>**Show me draft of headline/copy ad**</p> <p>**Declare major campaign team and fun product**</p> <p>Work on your headline/copy ad in class.</p>
Oct. 2	<p>Nontraditional lecture</p> <p>**Headline/copy assignment due on CANVAS at beginning of class. (20 pts)**</p> <p><i>Prepare 10 thumbnails for toothpaste/toothbrush design.</i></p>
Oct. 4	<p>Nontraditional lecture continued.</p> <p>**10 thumbnails for toothpaste/toothbrush design due. Will show me in class (5 pts)**</p> <p><i>Prepare creative brief for fun product due next week.</i></p>
Oct. 9	<p>Nontraditional lecture.</p> <p><i>Prepare final toothpaste/toothbrush design ad due next week.</i></p>
Oct. 11	<p>Finish nontraditional lecture.</p> <p>**Creative brief due at beginning of class on Canvas. (10 pts)**</p> <p><i>Prepare 6 creative concepts for your fun product to present next week.</i></p>

date	to do
Oct. 16	TV lecture **Final toothpaste/toothbrush design ad (done in InDesign) due on Canvas at beginning of class (20 pts)**
Oct. 18	**Present 6 creative concepts for your team's fun product to the class (-10 for not having completed it)** <i>Prepare headline and visual only rough ads (3) for major campaign using your creative concept due next week.</i>
Oct. 23	**Present 3 print ads for your fun product using your campaign's creative concept to the class. Headline and Visual only. (-10 for not having completed it). ** <i>Prepare outdoor ad for fun product using campaign concept for next class.</i>
Oct. 25	**Update your 3 print ads for your fun product using your campaign's creative concept. Add in body copy. Present to me.** (-10 for not having completed it). <i>Listen to Radio lecture online (Chap. 13). Will be on Test 2.</i>
Oct. 30	**Present Outdoor ad to class.** <i>Prepare TV ad for fun product using campaign concept for next class.</i>
Nov. 1	**Present TV ad to class.** **Final print ads due on CANVAS at beginning of class (100 pts)** **TEAM midpoint review due on CANVAS at beginning of class (minus half a letter grade on final project if fail to turn it in on time)**
Nov. 6	**EXAM 2 (100 pts.). Covers TV, radio, nontraditional, outdoor, design/layout. <i>EXAM IS FOR ONLY 50 MINUTES!</i>
Nov. 8	**Final TV spot due on CANVAS at beginning of class (25 pts)** Work day.

date	to do
Nov. 12	**Have social media and nontraditional ad for fun product using campaign concept ready today for me to check.** Work day. Required to be in class.
Nov.14	Work Day. Class optional.
Nov.21	Work on major project on your own.
Nov. 23	NO CLASS. THANKSGIVING HOLIDAY
Nov. 27	Work on major project on your own.
Nov. 29	First day of final portfolio team presentations (50 pts)
Dec. 4	Second day of final portfolio team presentations (50 pts)
Dec. 7 (Thursday)	**Final campaign and group evaluations due by 3 pm on CANVAS.**