

ADV4902 - Advanced Copywriting (Studio 2058)



Fall 2017, University of Florida

Instructor: Bienvenido Torres III

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Office hours: TBD

Spaces/Hours: We have three hours of “class” time and will meet in (Studio) 2058. Expectations of class attendance on “homework” hours will be discussed in the first weeks

Rooms: 2058 (via Gator1 Unlock)

Meeting Times: TBD

Required reading and equipment:

There is no required textbook. Software will be needed on a per-position basis. Email (and what ever other communications methods we uncover) is expected from all.

About the course and “admittance into it.”

Advanced Copywriting students must be accepted into based on their previous entrepreneurial abilities, passion, and time commitments. It's locked behind “acceptance” because it's really about Creative Leadership at the CJC/UF and your Country through a new space in the College “Studio 2058.” Generally this means students must have taken ADV4101 and demonstrated an ability to be entrepreneurial, scrappy, and open/aware.

It's about “copywriting” in the broadest sense (as in, writing to meet creative goals and executing them however you'd like to explore). Even if you are a designer the type of work we will be doing in this class will make you a better creative and professional.

As per the course description. This class will drive:

- the application of creative strategy for print and electronic media requiring preparation of advertisements
- Emphasis placed on research, planning, development of creative concepts, writing and design.

Advanced Copywriting will also:

- This experience is intended to “move the ball forward” on three (or more) UF-founded student start-ups. Students in this class will be asked to work on Swamp Media, Bearbottom Clothing, and Revolt Bicycle
- This experience is also a place to discuss creative leadership in the for of the “Associate Creative Director” position in “Copy and Visualization,” “Break the Internet,” and “An Agency” classes
- This experience is intended to **give businesses a peek into talent at the CJC** and students **real work they can show off on their resumes and portfolios.**
- This is a class with a bias toward **action, innovation, and ideas** from young people.

About Studio 2058:

ADMIN FACING

2058 serves as a center for pre-professional mentorship, skills, and networking. It offers advertising students and recent alumni a space rooted in creativity that serves as a bridge between undergraduate education and professional excellence. Unlike other mentorship opportunities on campus, the 2058 Lab focuses on entrepreneurial creativity and customized mentorship that begins with student passions and talents. It is intended to be staffed by recent or current professionals to give advertising students another unique outlet to gain real-world experience. In combination with The Agency's 100 Project; student organizations like Hatch, Advnt, AdWorks, and Ad Society; and classes like Great Ideas, Fox Sports, the Professional Weekend Workshops and 'An Agency' the Lab No. 2058 is part of a suite of strategic investments to fulfill the CJC's scholarly and professional obligations to our undergraduate advertising students. In short - it provides real-world, professional applications in a world-class theoretical and academic environment.”

STUDENT FACING

A space for creative ideation and idea incubation. With easy-to-play-with bounty projects from 3 student-led start ups and other clients from around the country. Open to all for smashing together ideas, hunches, and to indulge

curiosities and potential passions. Come here a good idea. Meet new people. Make some work. No commitments. Just opportunities.

Learning objectives:

- Develop a "minimum viable" 2058 branding
- Help students explore roles and collaboration in a real-world environment
- Detach students from a "grade" mindset and move toward a professional "pride/points/get it done" mindset
- Give students as many real-world executed projects to be proud of and talk to recruiters
- Give students the opportunity to "own" a start-ups work and possibly get hired by them
- Get students in the mindset of seeking out their next project from a client who may be too busy to "brief" them
- Get students used to interacting with non-student collaborators and clients (including leveraging them for 2058 and other client goals - creating intersections)
- Give students a taste of agency processes and culture
- Give students a space and a platform to change CJC culture toward entrepreneurialism and creativity

Work Expectations:

The general rule is 2-3 hour of outside work per credit hour. 2058 expects 6-9 hours of "outside" work against our clients. Frankly, the goal of the class/space is to drive PASSIONS and inspire "not counting" work against our clients/ projects. We will not track hours, but there will be monthly check-ins on how people are feeling about their work/ workload.

The Bounty System:

This class will work on projects through a "bounty system." Members of ADV4102 will be tasked with being the "neck to chock" on individual bounties, and you will be expected to fail hard and be resilient in getting these projects done. Bounties will span a diverse array of experiences/talents and will require outside thinking to accomplish. They will be real projects for real clients that may, eventually, get executed. Bounties will live in the realm of "ideas," instead of executions.

Attendance Expectations:

We will need at least 1 hours of "status" a week and 2 hours of "brainstorm/collaboration." We will discuss the schedule for this in the first weeks.

How Grades Are Made:

I once had a mentor explain to me that agency/client service life was all about "points." Businesses and jobs aren't lost on one failure or success, you must keep track of how you're doing and up your game accordingly based on results. This class is designed with something similar in mind. You will be graded based on evaluations/results and your ability to articulate/collect/summarize them in December. Each of these categories will be worth 20pts of your final grade. You may be able to "trade" point across categories based on your performance and ability to demonstrate exceptional performance in a category worth more than 20 pts.

- Client
 - What does the client think of you? Of your work? How have you moved the needle on their business? Can you demonstrate your value to them in work and/or thinking?
 - Qualities: Promptness, Anticipation, Communication, Professionalism, Ideas
 - Proof: Email Accolades, Business Results, Happy Clients (overall)
- Coworker
 - How have you worked with your team? What do they think of your performance and work? How have you impacted agency culture? Have you help others?
 - Qualities: Collaboration, Communication
 - Proof: 360 Evaluations, Status Meetings
- Creative Director
 - Have you "pushed it?" Have you impacted your future/resume through this experience? Have you been entrepreneurial? Have you "managed up?" Have you impressed? How have you taken critique? How have you grown?
 - Proof: Subjective Instructor

- Self
 - What goals have you set for yourself and have you met them?
 - Proof: Hours Sheet, Self Evaluations, Resume
- Culture/Energy/Impact
 - How did your ideas do in the real world? What exceptional outcomes can you point out to? Is there a certain thing/project you did that has really “stuck?” What’s your reputation inside and outside the agency? How “iconic” are you? Have you managed to capture to “magic” of intangible qualities that people look to?
 - Proof: Individual Assessment, Resume

Class Schedule

Day 1 Housekeeping

- Expectations (entrepreneurialism, internship mindset, ultimate goal)
- The breakdown of hours

Weeks 1 and 2: Common Language/Self Selecting/Client Immersion/Role-Setting/Structure

- Improv
- Client Immersion
- Recruitment
- Agency Culture (Space Design, Outings, Facebook group)
- Agency Habits (Office Hours, Room Policy)

Last 3 Weeks: Pimping/Selling/Resume

- Resume integration
- Case Study creation
- Telling the world
- What lasts?

Classroom needs:

Students requesting special classroom needs must first register with the Dean of Students Office, which will provide documentation to the student, who must then provide the documentation to instructor.

Honor code:

Violation of the honor code includes plagiarizing material from other sources or fabricating material, as well as other forms of cheating. Violations will result in a failing grade, and you will be dismissed from the journalism program and reported to the Honor Court. See the Department of Journalism web site for specific outline of honor code violations.

Confirmed Clients

Bear Bottom Clothing

Revolt Electric Bicycles

Swamp Media

Nintendo (via Leo Burnett)

srw.agency

p-44.com

Avani Cosmetics

Hatch (less advertising, more storytelling)