

ADV4101 Copy & Vis - Spring 2018

Instructor James Baer
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Class Thurs 3 (9:35-10:25)
Lab Tues 3&4 (9:35-11:30)
Location Weimer 2056
Office Hours By Appointment

Course Description

Students will learn the verbal and visual skills used in the creation of advertising messages. To create an effective strategy for an advertising campaign, the advertising copywriter/art director team needs to combine written and visual communication techniques into a persuasive message. Students will develop creative advertising messages by researching and writing a creative brief and then implementing the plan by transforming concepts into actual advertising messages and campaigns.

Course Objectives

By the end of this course, students will:

- create effective layouts utilizing the elements and principles of design.
- be able to use InDesign and Photoshop efficiently at an intermediate level.
- be prepared for real-world design restrictions and professional feedback.
- learn how to create strategic, memorable persuasive messages for a variety of media.

Required Text/Materials

- George Felton, *Advertising: Concept and Copy*, 3rd edition (or later)
- Access to InDesign and Photoshop (Adobe offers Creative Cloud for \$20 a month)

Suggested Text/Materials

- Rebecca Hagen and Kim Golombisky, *White Space Is Not Your Enemy*, 3rd edition (or later)
- Robin Williams, *The Non-Designer's Design Book*, 4th Edition (or later)
- Pete Barry, *The Advertising Concept Book*, 2nd Edition (or later)

Evaluation

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|-----------------------|--------------------------------|
| • 4 Creative Projects | 100 pts |
| • Campaign #1 | 100 pts |
| • Campaign #2 | 100 pts |
| • 2 Quizzes | 100 pts |
| • Web Portfolio | 100 pts |
| • Participation | 100 pts |
| • Final Grade | Points earned/600 total points |

Quizzes You will take two scheduled quizzes over the assigned reading and class lectures. Quizzes may include multiple choice, true/false, and short essay items.

Homework You will receive credit for class participation. Throughout the semester, you will be required to do homework, make presentations, and create initial concepts. 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 receive a zero for that assignment.

online Tutorials Some homework assignments will include watching assigned Lynda.com video tutorials and turning in the completion certificate that Lynda.com will provide you with once you complete a section. Pay close attention to these due dates for watching video since a few of the videos are a little long. You have free access to Lynda.com as a UF student.

Final Presentation You will make a professional-quality, 15-minute presentation of one of your finished campaigns in front of the class. Students in the past have used Powerpoint, Prezi, Google Slides, etc. to complete their final presentation.

Online Portfolio This final portfolio, consisting of your four creative projects, two ad campaigns, will serve as your final exam—representing what you've learned this semester.

Each ad campaign must have the following components:

- Creative brief
- Three print executions
- One broadcast (TV/radio) execution
- One social media promotion

Managing Expectations

Follow instructions Your grade will reflect how well you follow instructions. In the real world, you learn about projects during conversations with AEs and clients. You must listen and take notes. If you don't follow written or verbal instructions on your assignments, you won't receive full credit for your work. Don't be afraid to ask for help when you need it.

Class Attendance Roll won't be taken in class everyday, but "spot" roll-taking and in-class assignments serve this purpose. Exam questions come from the material presented in class lectures, videos, the textbook, and class activities. If you don't come to class, you won't see examples or be able to ask questions.

Excused Absences In order to receive an excused absence, you must let the professor know you will miss class BEFORE the class meets except in emergency situations. You may do so by sending an e-mail message.

Questions Good Creatives Ask Themselves

Research Do you have the 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 communicate your message to the specified audience? Which media will be most effective?

Concept Is your idea fresh? Extendible? Effective? Is it appropriate for a campaign, or is it 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 Can you create a unique, interesting way of viewing the product or service? Can you attract attention? Evoke interest? Hook emotion? Prompt action?

Contacting Me

The best way to contact me is via the email client in Canvas. However, I rarely check email outside of business hours, so don't expect replies on weekends.

What Does My Grade Mean?

- A** Outstanding work. Best in class. Unexpected, well crafted, on time.
- A-** Very good work. Well-crafted and on time.
- B+** Very good. Well-crafted and on time. Minor flaws.
- B** Good work. Seldom unique, but well-crafted and on time.
- B-** OK work. Not unique. Many problems but some promise.
- C+** Expected executions; craftsmanship problems; other flaws
- C** Expected executions; lapses in craftsmanship, flawed
- C-** Expected executions; lapses in craftsmanship and major flaws
- D+** Major flaws, with some redeeming characteristic. On time.
- D** Little effort. No idea. Poor writing. Messy. On time.
- E** No effort. Late. Didn't follow assignment or instructions.

Execution

Usually, thumbnail sketches or rough marker drawings - enough to convey the idea - accompanied by typed copy is sufficient for rough concepting. Final layouts should all be done on the computer, preferably in InDesign.

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 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.

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.

University Policies

Academic Honesty is an important issue of concern at the University of Florida. Students who violate University rules on scholastic integrity are subject to disciplinary penalties, including the possibility of failure in the course and dismissal from the University. Since dishonesty harms the individual, other students, and the integrity of the University, policies on scholastic dishonesty will be strictly enforced. On all work submitted for credit by students at the University of Florida, the following pledge is implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment."

Visit the Student Conduct and Conflict Resolution's website (<http://www.dso.ufl.edu/sccr/honorcodes/honorcode.php>) for more information.

Respect In the real world, you will have to be on time for work and not leave meetings early. Therefore, I am expecting you to do your best and to respect the class by:

Attending all lectures, presentation, and quizzes.

Being on time.

Being prepared for class and being familiar with any announcements or e-mail notices via e-mail or course website announcement.

Please do not bring any food during the class.

Being focused on the lecture and being active learners: personal conversations during class will distract the class-learning environment.

Students with Challenges I am committed to helping students with any type of challenges, while abiding by the standard code of confidentiality and fairness. In order to address special academic needs, the instructor must be informed of the student's circumstance at the beginning of the semester before performance becomes a factor. Students affected by such challenges should provide an official statement from the Dean of Students Office (<http://www.dso.ufl.edu/drc/>) explaining his/her situation.

Counseling Services The Counseling and Wellness Center at the University of Florida is the primary provider of counseling, mental health, and psychiatric services for UF students. The Center's goal is to help students to be maximally effective in their academic pursuits: first, by reducing or eliminating emotional, psychological, and interpersonal problems that interfere with your academic functioning. Secondly, by helping students to thrive, grow in self-understanding, self-responsibility, and optimal life functioning. The Center's website (<http://www.counseling.ufl.edu/cwc/our-mission.aspx>)

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 advanced 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.