



ADV4101

Copywriting & Visualization  
Spring 2018

Instructor:  
Ty Stude

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Office Hours: Via phone or email M-F by appointment.

# CONTACTING THE PROFESSOR

The best way to reach me is via email. You are welcome to call me as well. I will respond in the method that you reach out to me within a 24-hours. If need be we can schedule a meeting.

## PREREQUISITES

Minimum grades of C or better in  
MMC 2100, ADV 3001 and VIC 3001;  
Coreq: ADV 3500

## COURSE DESCRIPTION

To understand, develop, and execute the creation of advertising campaigns. This will include rough sketches, development of aesthetic and execution of a concept and basic execution. I will be constantly pushing you this semester to think conceptually about your work. Most of all it must engage your audience.

## COURSE OBJECTIVES

- Interpret the problem of the product or service.
- Research to find a solution to promote a product or service.
- Write creative briefs and applying them to campaign work.
- Generate ideas onto paper on how to develop initial sketches of a campaign.
- Develop creative concepts and execute them effectively.
- Use and understand multimedia and think in terms of campaign-based advertising.
- Develop an understanding of how agencies function, how individuals create and work as a team.
- Create quality presentations of creative ideas and present.
- Develop design skills to create professional level forms of advertisements.
- Establish basics of design software used in the industry.
- Craft campaigns to target customers.
- Understand how to be objective and positive in your own work and looking at the work of others.
- Explore new technologies and use these technologies in your campaigns.

# SUGGESTED READINGS

Magazines:

How

<http://www.howdesign.com/magazine/>

Communication Arts magazine

<http://www.commarts.com>

Websites

Behance.net,

<https://www.behance.net>

Ads of the World

<http://adsoftheworld.com/media/print>

Television

The Pitch on AMC  
(available on iTunes)

MadMen on AMC  
(available on iTunes)

## EVALUATION

The course is split up into developing 3 campaigns throughout the semester. The clients have been predetermined and show a range of types of products. These are large-scale brands and the goal is to have the class think in terms of large-scale campaigns. Most creative teams in the industry put in vast amounts of hours on campaigns. What is most important is the concept behind each campaign, that it is as creative as possible.

Your class grade will be averaged from your scores on the following projects:

1. Three finished campaigns. (30% of your final grade)
2. Discussion boards, which count as participation. (30% of your final grade)
3. Final presentation of campaign #3. (10% of your final grade)
4. Creative process of building campaigns. (10% of your final grade)

## EXAMS & QUIZZES

Our quizzes are incorporated as part of the discussion board and will be graded within the discussion board section each week. Our final exam will be the video presentation of your final campaign presentation. Each week we will have a discussion board and an assignment. The assignments are quickly outlined above and will go further in detail on our assignments section. If you have questions about the attendance policies at UF please visit the link below. <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>. Your final week you will complete a video recorded presentation of your final campaign. This will provide you with insight into what is expected at agencies in the industry.

# PROJECT BREAKDOWN

Each week you will be working within your specific campaign. This is an individual basis, however we will be sharing our progress in the discussion boards. Below is a breakdown outline of the assignments as they fall on each week.

## Campaign 1: Doritos

- Week 1 – Creative Brief Rough
- Week 2 – Finalize Creative Brief, Rough Sketches
- Week 3 – Refine Sketches
- Week 4 – Initial Computer Comps
- Week 5 – Completed Campaign Submitted

## Campaign 2: Tide

- Week 6 – Creative Brief Rough
- Week 7 – Finalize Creative Brief, Rough Sketches
- Week 8 – Refine Sketches
- Week 9 – Initial Computer Comps
- Week 10 – Completed Campaign Submitted

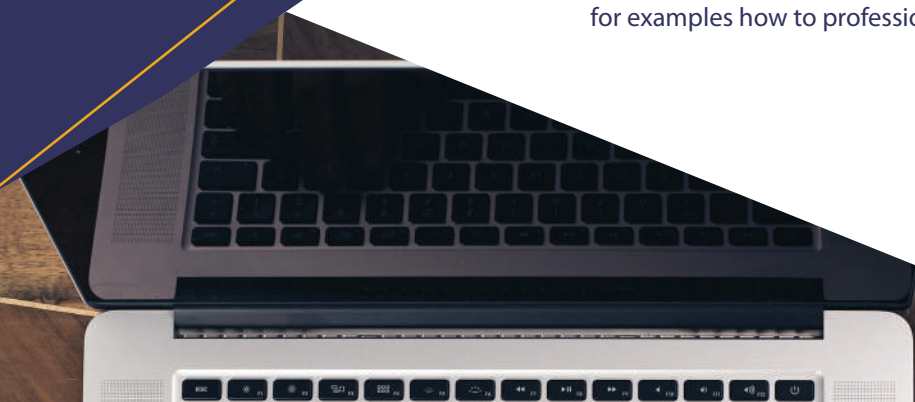
## Campaign 3: Coca-Cola

- Week 11 – Creative Brief Rough, Rough Sketches
- Week 12 – Finalize Creative Brief, Refine Sketches
- Week 13 – Initial Computer Comps
- Week 14 – Revise Comps
- Week 15 – Final Campaign Submitted
- Finals Week – Final Campaign Presentation, Including recommended edits.



### Helpful Tip:

Your presentations of your campaigns must be as close to professional quality as possible. Please see Behance.net for examples how to professionally present your work.



# GRADING

We will be working on an individual basis this semester, however you can collaborate with each other and pose different concepts with one another to gain a further understanding of the projects. Each student's campaigns must be unique and different. Campaigns will be graded on:

Research - Do in-depth research on understanding the client, who they are and what they are selling. Know who their ideal customer is.

Strategy - Be strategic in your approach to the concept of your campaign. Think about how your campaign will be unique and different from what the client is currently are doing.

Originality - Your work must be original in terms of concept. You can use some stock imagery, however the concept must be unique and created by you.

Concept - A large portion of your grade has to do with your concept. The concept must be a "big idea", something different and unique that inspires the customer base.

Craft - The design must be well thought out and executed. The goal is professional looking work.

Presentation - Your video presentation must show that you can present a quality presentation in a clear and articulate way.

## EXAMS & QUIZZES

A	93-100	Outstanding work. Professional level
A-	90-92.9	Very good quality work. Not exactly the most creative idea. Well-executed and on time.
B+	86-89.9	Very good. Well-executed and on time. Maybe a minor flaw. Not a totally creative idea.
B	83-85.9	Good work. Not really unique, but well-executed and on time.
B-	80-82.9	OK work. Not unique. Many problems but some potential promise.
C+	77-79.9	Expected executions; quality problems; other flaws
C	73-76.9	Expected executions; lapses in quality, more than one error
C-	70-72.9	Expected executions; lapses in quality and several issues
D+	66-69.9	Major errors, with some redeeming characteristic. On time.
D	63-65.9	Little effort. No overall idea. Poor writing with grammatical mistakes. On time, but messy.
D-	60-62.9	Little effort. No concept or idea. Poor writing. On time, but messy.
F	0-59.9	No effort. Late. Didn't follow assignment or instructions.
Re-submit		Did not follow the assignment instructions 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>

# ABSENCES

On average there is a high correlation between regular class attendance and higher grades. Class attendance in the online format is determined by your participation in discussion boards and your submission of weekly assignments. I do reserve the right to lower any grade including the final grade due to low attendance levels.

An absence can be excused for various reasons such as a school-sporting event, meaning you are an athlete and you are competing. A family emergency will qualify, or other situations that can be also supported with proper documentation.

Additional information is available at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Makeup work will only be accepted up to one week following the absence. This homework must be submitted via email to me. I will send an acknowledgement email when I receive the makeup work.

## OTHER EXPECTATIONS

If you run into a situation where you do not understand the material or have a question, please contact me and let me know quickly. I want to ensure the expectations of each assignment and the course are clear.

## EXECUTION

Typically thumbnail sketches are done on pencil and paper or with marker and paper. You will need to scan these in. Files must be dated. Final campaigns should be completed on the computer. Typically this is done in InDesign, however you can use Illustrator or Photoshop as well. Remember simple, professional quality execution of your ideas is key to the success of your campaigns.

Grammar and spelling is vital to your grade. You will lose points off from each misspelling should this occur. Always make backup copies of you work to ensure that you have files to reference if there are any questions on your work.

# ARE YOU NOT CREATIVE?

Many people struggle with the concept of being creative. I recommend looking at these assignments as problems and solutions. You have to solve this problem. Next look at finding a solution. When it comes to advertising, advertising is about problem solving.

Critiquing is an essential aspect of the creative process. At the end of the course we will look at each other's work. It's essential that you think objectively about your work and the work of your peers.

# STUDENTS WITH DISABILITIES

Students requesting classroom online or in person accommodations must first register with the Dean of Students Office. The Dean of Students will provide documentation. We will make every effort to accommodate. Since we are in an online format this may or may not affect the course. Please notify myself if you need anything. Please also keep all copies of paperwork and documentation.

# 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."





# COURSE SCHEDULE

Every assignment and discussion board will have specific instructions within the assignments and discussion board sections of our online course.

## **Campaign 1: Doritos**

- Week 1:** January 8 - January 13
- Week 2:** January 15 - January 20
- Week 3:** January 22 - January 27
- Week 4:** January 29 - February 3
- Week 5:** February 5 - February 10

- Discussion 1, Creative Brief Rough Draft
- Discussion 2, Finalize Creative Brief, Rough Sketches
- Discussion 3, Refine Sketches
- Discussion 4, Initial Computer Comps
- Discussion 5, Completed Campaign 1 Submitted

## **Campaign 2: Tide**

- Week 6:** February 12 - February 17
- Week 7:** February 19 - February 24
- Week 8:** February 26 - March 3  
(Spring Break : March 3-11)
- Week 9:** March 12 - March 17
- Week 10:** March 19 - March 24

- Discussion 6, Creative Brief Rough Draft
- Discussion 7, Finalize Creative Brief, Rough Sketches
- Discussion 8, Refine Sketches
  
- Discussion 9, Initial Computer Comps
- Discussion 10, Completed Campaign 2 Submitted

## **Campaign 3: Coca-Cola**

- Week 11:** March 26 - March 31
- Week 12:** April 2 - April 7
- Week 13:** April 9 - April 14
- Week 14:** April 16 - April 21
- Week 15:** April 23 - April 25

- Discussion 11, Creative Brief Rough, Rough Sketches
- Discussion 12, Finalize Creative Brief, Refine Sketches
- Discussion 13, Initial Computer Comps
- Discussion 14, Revise Comps
- Discussion 15, Final Campaign 3 Submitted

**Finals Week:** April 28 - May 4 Final presentation videos and files are due May 3rd. They must include the recommended edits from classmates and the instructor in the presentation.