

ADV 4101
****COPYWRITING AND VISUALIZATION****
FALL 2019 SYLLABUS

Professor: Dr. Kasey Windels

Class Time/Location: Tues. 11:45-1:40 in WEIM 2050 & Thurs. 11:45-1:40 in WEIM 2056

Office Hours/Location: Thursdays from 9:00-11:00 in WEIM 3059

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Office Phone: 352-294-1398

Course Website: Relevant course info will be posted on Canvas.

MATERIALS

- Required: *The Advertising Concept Book*, 3rd Edition, by Pete Barry.
- Required: Access to a computer with InDesign and Photoshop (Adobe offers Creative Cloud to students for \$20 a month).
- Recommended: A flash drive to save your work when moving between computers.

COURSE DESCRIPTION

This course focuses on advertising creative strategy and execution. You will develop your conceptual, aesthetic and creative sophistication through activities, assignments, and critiques. You will learn about the creative process, including how to generate ideas, develop rough layouts, extend ideas across media in a single campaign, and sell advertising that people will enjoy seeing and hearing. This course will challenge you to enlighten, entertain, enrage, and (most of all) engage us with your work.

COURSE OBJECTIVES

- Recognize well-executed advertising and understand what makes it strategically sound.
- Generate and develop work that is strategic, memorable and persuasive.
- Practice writing creative briefs and following them when developing campaigns.
- Enhance your ability to generate ideas individually and as part of a team.
- Develop campaigns that carry a big idea across several media, including traditional and digital spaces.
- Practice and enhance essential copywriting skills.
- Practice and enhance essential design principles and layout skills.
- Judge creative work and accept critical appraisal your own.
- Improve soft skills associated with the ad industry: present, persuade, and think critically and creatively.
- Be an explorer of the world. Notice, document, and make connections between the stories and objects around you.

CREATIVE RESOURCES

You are encouraged to keep up with current news and trends in advertising and beyond. Please make a habit of browsing the following resources:

- Creative trade publications, such as *Communication Arts*, *CMYK*, *Lurzer's International Archive*, and *Print* magazine.
- Books, such as *Hey Whipple, Squeeze This* by Luke Sullivan or *Creative Advertising* by Mario Pricken.
- Industry websites and blogs, including Mashable, AdAge, Adweek, and the advertising subreddits on Reddit.
- Part of being a good creative is having lots of cultural resources upon which to draw. Consume a wide variety of movies, books, art, magazines and podcasts to feed your brain.

While you were exposed to the Adobe Creative Suite in VIC 3001, you can keep practicing and learning in this course and on your own, through YouTube and Lynda. UF students have access to thousands of hours of training videos through Lynda, including training on Adobe Creative Suite. Learn how to login here: <https://training.it.ufl.edu/linkedin/>.

"Genius is one percent inspiration, ninety-nine percent perspiration."

--Thomas Edison

GRADING

Campaign 1 <i>Preliminary Work (5%)</i> <i>Final Campaign (15%)</i> <i>Presentation (5%)</i>	25%
Campaign 2 <i>Preliminary Work (5%)</i> <i>Final Campaign (15%)</i> <i>Presentation (5%)</i>	25%
Explorer Assignment	10%
Reading Quizzes	10%
Ad Critique	10%
Job Interview	5%
In-Class Activities	10%
Participation	5%

The full assignment and rubric for each assignment will be posted on Canvas at least one week before its due date this semester.

1. **Campaigns:** You will develop two creative advertising campaigns. The focus in this course is on effortful and persistent idea generation, creative problem solving, creative thinking, and polished execution and presentation of the advertising campaigns.

2. **Explorer Assignment:** The explorer assignment is your opportunity to explore the world, notice and collect and document unique objects, notice tiny details and large trends, create stories and sketches, and generally explore some object or topic with great depth. You will choose one activity to complete, and you will document your findings in an interesting way.
3. **Reading Quizzes:** Reading allows you to learn from the great thinkers in the industry. There will be two quizzes covering the course readings. The quizzes will be multiple choice and true/false questions. Reading guides will be posted on Canvas.
4. **Ad Critique:** Miley, what's good? It's important to start thinking deeply about advertising and what works and why it works. Learning to deconstruct the copy and visuals plus the symbols and meaning is a first step to understanding how advertisements communicate. For this assignment you will critique an ad assigned by Dr. Windels.
5. **Job Interview:** Job interviews are essential to getting internships and other positions, but they take some practice. At the end of the semester, you will find a job ad online for a job you might want in the future. You will provide me with the job ad, along with your cover letter and resume, and I will act as the employer who interviews you for the position.
6. **In-Class Activities:** In-class activities are very important, especially in an applied class such as this. That's where you start to practice and use the skills we read about and learn about in class. You must be in class to receive credit for these activities.
7. **Participation:** Participation will be graded on a 5-point scale at the end of the semester. To receive full participation credit, you must consistently attend class and actively contribute to class discussion in a way that demonstrates a firm grasp of the material and adds to the learning of your fellow classmates. Active participation does not mean talking simply to talk or coming to class each day. I expect you to come to class prepared, to ask insightful questions, and to offer constructive coherent contributions.

"Imagination is more important than knowledge."

--Albert Einstein

GRADING SCALE

	94.00 and above = A	90.00 – 93.99 = A-
87.00 – 89.99 = B+	84.00 – 86.99 = B	80.00 – 83.99 = B-
77.00 – 79.99 = C+	74.00 – 76.99 = C	70.00 – 73.99 = C-
67.00 – 69.99 = D+	64.00 – 66.99 = D	61.00 – 63.99 = D-
60.99 and below = E		

Please see UF grading policies at <https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>.

CONCEPTS ON WHICH YOU WILL BE GRADED

- **Grit:** Are you developing many new and different ideas over several days and weeks to increase your chances of finding a truly creative idea?
- **Concept:** Is your idea fresh? Extendible? Effective? Is your concept immediately clear and apparent without explanation? Do the ads clearly communicate a main message?
- **Craft:** Is your layout well designed? Does the typography work? Is your body copy tight, memorable and evocative? Do the layout and copy work well together? Does the design and copy fit your target audience and the product? Are your visuals appropriate and arresting?
- **Campaign Coherence:** Are all elements in the campaign strategically, conceptually and visually in sync?
- **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.
- **Collaboration/Critique:** Are you adding to others' ideas? Are you maintaining a positive attitude? Are you bringing your perspective? Are you clearly communicating your ideas?
- **Presentation:** Did you fully describe why certain decisions were made and why the campaign works? Were you able to communicate why your campaign was smart/successful?

"Sometimes magic is just spending more time on something than anyone else might reasonably expect."

--Raymond Joseph Teller

POLICIES

- **Classroom Preparedness:** Students should attend all classes and participate in class discussions. Students should complete readings before the class in which they are discussed. Finally, students should check email and Canvas frequently for the latest class information and updates.
- **Hours of Work:** Per UF policy, for each hour you are in class, you should plan to spend at least two hours on preparing for the next class and completing homework and assignments.
- **Respect for Others' Ideas:** Appropriate and professional classroom conduct is expected at all times. Respect and common courtesy toward your classmates and your professor are required. Effective communication relies on the ability to recognize and embrace diversity in all its forms, including viewpoints. Be respectful of the diverse range of opinions of everyone in the class, and help make this an inclusive environment. See the CJC diversity statement for more information: <https://www.jou.ufl.edu/home/about/diversity-statement/>.
- **Honor Code:** Please review the UF Student Honor Code and Student Conduct Code, which can be found at: <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>. Any violation of the codes will be reported to the proper University administrators and may result in other sanctions.

- **Plagiarism:** Original writing is essential to ethical advertising. It is also essential for this class. Cheating is any action that violates University norms or an instructor's guidelines for the preparation and submission of assignments. Such actions may include using or providing unauthorized assistance or materials on course assignments or possessing unauthorized materials during an exam.

Plagiarism involves the representation of another's work as your own, for example: (a) Submitting as one's own any material that is copied from published or unpublished sources such as the Internet, print sources, or video programs without proper acknowledgement that it is someone else's. (b) Paraphrasing another's views, opinions or insights without proper acknowledgement or copying of any source in whole or in part with only minor changes in wording or syntax even with acknowledgement. (c) Submitting as one's own work a report, examination, paper, computer file, lab report or other assignment which has been prepared by someone else. (d) Plagiarism includes presenting work created for another course as original work in this class.

UF requires faculty who find evidence of plagiarism to submit a report to Student Conduct and Conflict Resolution. Please read the UF Student Honor Code for more information.

- **Effective Writing and Presentation Skills:** Your written communication is expected to be clear and concise. I will grade you on your ideas as well as on grammar, syntax, spelling and other writing mechanics. Be sure to proofread all papers and presentations carefully. Presentation skills are another important component of communication. We will have class assignments that focus on presentation skills and delivery. I will specify a time limit for each presentation. You must observe these limits. Plan and rehearse the material.
- **Professional Credibility:** There are certain egregious errors that signify to a client or superior that you have not given adequate attention to your assignment. One example of an egregious error is misspelling the client's name. Another is misrepresenting facts about the client. Agencies get fired on the spot for these types of errors. You will receive a two-letter-grade reduction.
- **Professional Execution:** You should execute and present your ideas as if you were pitching to a client or creative director. You can choose the tools (Photoshop, InDesign, PPT, Prezi, etc.), but the key is to develop professional work.
- **Technology/Paying Attention:** I prefer that you take hand-written notes in class and keep your laptops closed to avoid distraction. Research shows that we learn and remember more from handwriting our notes. Also, when we're distracted rather than engaged, we can't improve as creatives. No text messaging/Facebooking/web surfing during class. If you do this you will be asked to stop. If you continue, you will be asked to leave.
- **Grade Challenges:** Grades will not be discussed via email, the telephone or in class. If you disagree with a grade given on any assignment, you must appeal the grade in person during my office hours or in an appointment with me. In this appeal, you must clearly state the problem and give a clear, concise explanation as to why you feel the grade is

inaccurate. You must appeal assigned grades within two weeks of your receiving that particular grade. After two weeks, all grades are final.

- **Attendance, Late Assignments, Make-Ups:** In an applied course, attendance is very important. It's the time where we learn, discuss, and critique work. We will follow the UF policy set out here: <https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>. If you miss class due to a university-approved excused absence such as jury duty, then you must contact the instructor prior to missing class and turn in any missed assignments on the first day you return to campus. For all other late assignments, you will lose one letter grade per day late (including all days of the week, not just class days).
- **Students with Disabilities:** Students with disabilities can receive accommodations. The first step is to contact the Disability Resource Center (352-329-8565; www.dso.ufl.edu/drc/). Once you receive your accommodation letter, provide a copy to the professor as early as possible in the semester.
- **Counseling and Wellness Center:** Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact umatter@ufl.edu so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength. In case of emergency, call 9-1-1.
- **Course Evaluations:** Students are expected to provide professional and constructive feedback on the quality of instruction via the online course evaluation system, GatorEvals. You will be notified when the evaluation period begins, and you can find GatorEvals through your Canvas course menu.

"You need to let the little things that would ordinarily bore you suddenly thrill you."

--Andy Warhol

ADV 4101**TENTATIVE COURSE SCHEDULE**

	Date	Topic	Read	Assignments Due
1	Aug. 20	Intro to ADV 4101		
	Aug. 22	Creativity 101	Intro, Ch. 1, 4	
		Concept		
2	Aug. 27	Industry 101		
	Aug. 29	Insights and Creative Briefs	Ch. 2, Pollard on Planning	Due: Explorer Assignment Briefed on Campaign 1
3	Sept. 3	The Creative Process		Due: Campaign 1 Idea Gen 1
	Sept. 5	Generating Ideas	Ch. 6	Due: Campaign 1 Idea Gen 2
4	Sept. 10	Concepting	eBook	Due: Campaign 1 Thumbnails 1
	Sept. 12	Critiquing Ads		Due: Campaign 1 Thumbnails 2
5	Sept. 17	Work on Ideas in Class		Reading Quiz 1
	Sept. 19	Present Campaign 1		Due: Present Campaign 1 Due: Turn in Campaign 2
		Execute		
6	Sept. 24	Copy: Headlines, subheads	Ch. 3 HW5	
	Sept. 26	Copy: Taglines, body copy, radio	Ch. 5, 11, 12	
7	Oct. 1	Copy: Manifestos and storytelling	ACC7	Due: Ad Critique
	Oct. 3	Visualization: Typeface and design basics	Ch. 14	
8	Oct. 8	Visualization: Layout and composition	AD8 AD9	
	Oct. 10	Watch Art & Copy		
		Extend		
9	Oct. 15	Traditional Media		Briefed on Campaign 2
	Oct. 17	Digital and Social Media	Ch. 9-10	Due: Campaign 2 Idea Gen 1
10	Oct. 22	Integrated Marketing Communication	Ch. 13	Due: Campaign 2 Idea Gen 2
	Oct. 24	Gamification		Reading Quiz 2
		Sell		
11	Oct. 29	Pitching Creative Work	Ch. 15	Due: Campaign 2 Thumbnails 1
	Oct. 31	Pointers: Cover Letter and Resume		Due: Campaign 2 Thumbnails 2
12	Nov. 5	Pointers: Interview		Due: Flesh Out Campaign 2
	Nov. 7	Pointers: Digital Portfolio	Ch. 16	
13	Nov. 12	Job Interviews – Work Day in Class		Job Interviews
	Nov. 14	Job Interviews – Work Day in Class		Job Interviews
14	Nov. 19	Job Interviews – Work Day in Class		Job Interviews
	Nov. 21	Job Interviews – Work Day in Class		Job Interviews
15	Nov. 26	Thanksgiving Holiday		
	Nov. 28	Thanksgiving Holiday		
16	Dec. 3	Present Campaign 2		Due: Present Campaign 2 Due: Turn in Campaign 2

**This syllabus is subject to change as the instructor deems appropriate and necessary.*