ADV **4101**
Copywriting & Visualization

SPRING 2020

Instructor:
Prof. Elizabeth Calienes

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Office: 1011 Weimer
Office Hours: TU/TH 11:45 - 1:40

creativity takes courage
—Henri Matisse

COURSE DESCRIPTION

Advertising is one of the best examples in our everyday lives of the convergence of writing and design. This course takes a deeper look into both the overall theories of creativity, design and writing, as well as the specific elements that make up many common types of advertising, including print, electronic, and non-traditional. By exploring the creative side of the advertising industry, future advertisers can gain valuable insight into what happens behind the doors of creative studios, regardless of his or her plans for a future career path. Please understand that this course involves a high level of interaction between the instructor and your peers throughout the semester, often including group critiques of work. The course is designed this way to hone your aesthetic skills and understanding while pushing your creative boundaries.

PREREQUISITES

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

COURSE OBJECTIVES

- Develop creative concepts and execute them effectively
- Learn the basics of design software used in the industry
- To understand and effectively apply creative strategy to solve advertising problems
- To understand the value and application of creative briefs in the advertising industry
- To gain a deeper understanding of the creative side of the advertising industry
- To learn how to apply a strategic message across multiple types of media
- To gain experience generating creative ideas individually and as part of a team
- To develop creative presentation skills
- To recognize and understand specific design and layout principles
- To learn how to communicate to varying audiences, including multiciltural and international consumers
- To constructively evaluate your own work as well as the work of your peers
- To learn about emerging technology in advertising and how to take advantage of it to execute a creative strategy
- To gain the skills required to brand yourself to kick off and sustain your future career

CONTACTING THE PROFESSOR

The best way to reach me is via email. I will do my best to respond within 24-hours. If need be we can schedule a meeting.

REQUIRED MATERIALS & SOFTWARE

IMPORTANT. By the second week you should have the following items and bring them to class:

— Fat nib, black marker (Sharpie preferred)

— One large journal or pad of sketch paper - UNLINED - 11x14 preferred (minimum size 8.5x11")
   can be bought at Michaels, Target, Hobby Lobby or online at Amazon

— Laptop (not a tablet) with access to Adobe Creative Suite Software (see below)

Required Software: Access to Adobe InDesign, Illustrator and Photoshop (Adobe offers Creative Cloud for $20 a month)
To get started, visit: http://helpdesk.ufl.edu/software-services/adobe You MUST subscribe to, download, and install the Adobe Creative Cloud suite of software before classes begin. If you are not able to fulfill this requirement, then you must drop this course. This policy is in line with the College's computer/equipment requirement, which can be found here: https://www.jou.ufl.edu/currentstudents/current-undergraduate/current-academics/equipment

Open Labs on Campus: If at any point you are having issues with the Adobe Creative Cloud on your computer, you should make arrangements to use the open labs on campus. Issues with the software on your computer will *not be accepted as an excuse for late or missing assignments*! The Adobe Creative CC Suite is on all Academic Technology computers. So all computers in the Architecture, Marston, CSE, HUB, Norman, and Weil computer labs are equipped with this software.

TEXTBOOK & RESOURCES

 MUST HAVE:
Advertising Creative - Strategy, Copy, Design. 5th edition / Alstiel, Grow, Jennings

OPTIONAL:
Advertising: Concept and Copy. 3rd edition (or later) / G. Felton
Advertising Concept Book. 3rd edition / P. Barry

Suggested Readings & Online Viewing

• Magazines: How (http://www.howdesign.com/magazine/),
  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 (available on itunes)
• *MadMen* on AMC (available on itunes)
• https://www.oneclub.org/awards/theoneshow/
• https://www.behance.net

EVALUATION (GRADING)

The objectives of this course include learning specific information related to writing and design as well as the improvement and development of your own personal creative skills. Therefore, the grading system will split between exams, assignments, class participation, and especially your own creative work in the form of multiple campaigns.

HOW YOUR GRADES ARE AVERAGED

Campaigns (3 total)	30%
Exams (2 total)	20%
Assignments	25%
In class work & participation	15%
Portfolio / self promo	10%

UF's GRADING SCALE

Final Letter	Percent (%)
A	92.5-100%
A-	89.5-92.4%
B+	86.5-89.4%
B	82.5-86.4%
B-	79.5-82.4%
C+	76.5-79.4%
C	72.5-76.4%
C-	69.5-72.4%
D+	66.5-69.4%
D	62.5-66.4%
D-	59.5-62.4%
F	59.4% and below

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 are not participating in class, distracted, not providing feedback to peers or working on something other than class work, it will reflect poorly in your final grade.

Professionalism plays a role in your participation grade. Remember, treat this course and your time in the classroom like you would if you were in a job setting. Be professional.
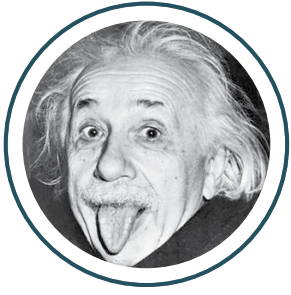
COURSE EVALUATION

"Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at https://gatorevals.aa.ufl.edu/students/. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via https://ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students at https://gatorevals.aa.ufl.edu/public-results/."

I never made one of my discoveries through the process of rational thinking

—Albert Einstein

ATTENDANCE & ABSENCES (MAKE SURE YOU READ THIS)

There is a high correlation between regular class attendance and the best grades. You have TWO vacation days 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 days. I will consider excusing a student in an extreme case, which is at my discretion. Please keep in mind that you might not pass this class if you are consistently absent. If you are sick, please notify me prior to class via email and I will excuse your absence if you bring in a medical excuse.

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 your 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 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 missed work 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 TOO)

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). If you come to class multiple times late, I reserve the right to count this as an absence.

THINK YOU'RE NOT CREATIVE???

Think again. 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 pass this course if you try. Let's establish collaborative relationships, critique and guide one another. Your work will be better for it!

Keep in mind... 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 WORK YOU DO IN THIS CLASS. It may come from me or from peers. Welcome it. It's necessary for your creative growth.

INCLUSIVITY STATEMENT

We understand that our members represent a rich variety of backgrounds and perspectives. The College of Journalism and Communications and the Department of Advertising is dedicated to providing an atmosphere for learning that respects diversity. While working together to build this community, I ask all of you as members to:

- Share your unique experiences, values and beliefs.
- Be open to the view of others.
- Honor the uniqueness of your colleagues.
- Appreciate the opportunity that we have to learn from each other in this community.
- Value each other's opinions and communicate in a respectful manner.
- Keep confidential discussions that the community has of a personal (or professional) nature.

UNIVERSITY POLICY ON ACCOMMODATING STUDENTS WITH DISABILITIES

Students requesting accommodation for disabilities must first register with the Dean of Students Office (http://www.dso.ufl.edu/drc/). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

UNIVERSITY POLICY ON ACADEMIC MISCONDUCT

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at https://sccr.dso.ufl.edu/process/studenthonor-code/.

The Honor Pledge:
We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty 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."*
>   To read the entire honor code, please visit https://sccr.dso.ufl.edu/policies/student-honor-codestudent-conduct-code/.

Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. Feel free to consult me if you have any questions or concerns.

CAMPUS HELPING RESOURCES

Students experiencing crises or personal problems that interfere with their general wellbeing are encouraged to utilize the university's counseling resources. The Counseling & Wellness Center provides confidential counseling services at no cost for currently enrolled students. Resources are available on campus for students having personal problems or lacking clear career or academic goals, which interfere with their academic performance.

• University Counseling & Wellness Center, 3190 Radio Road, 352-392-1575, www.counseling.ufl.edu/cwc

• U Matter We Care, www.umatter.ufl.edu

• Career Resource Center, First Floor JWRU, 392-1601, www.crc.ufl.edu

SUPPLEMENTARY INFORMATION

Supplementary information, announcements, reminders, sample test questions, and critical thinking exercises will be posted on e-Learning in Canvas or the class listserv sent via email to you. Please check both regularly.

Lecture material and information are the property of the University of Florida and the course instructor and may not be used for any commercial purpose. Students found in violation may be subject to disciplinary action under the University's Student Conduct Code. Only students formally registered for the course are permitted to attend lectures.

SOFTWARE USE

All faculty, staff and students of the university are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against university policies and rules, disciplinary action will be taken as appropriate.

HOW TO ACCESS CANVAS

• Access requires a Gatorlink account. If you need to establish a Gatorlink account, go to http://www.gatorlink.ufl.edu/.

• Once you have created a Gatorlink account, access e-Learning support services home page
at http://lss.at.ufl.edu. Select "e-Learning in Canvas". Log in using your Gatorlink ID.
ADV 4101 should be listed under "courses". If you are unfamiliar with Canvas, information
can be found under the "help" tab.