adv 4801 creative advertising competitions
objective
- to create deliverables for FOX Sports
- to hone creative skills
- to prepare a professional pitch for a client and/or create a professional presentation package

This course is meant to inspire creativity and work more like a studio portfolio class than a typical lecture course. There is no textbook for this course.

evaluation
- peer evaluation included in final grade
- research 10%
- mid-term check in 10%
- rough drafts 20%
- final presentation 20%
- deliverables to client or competition 20%
- [final project] 20%
- attendance [at meetings/class] 10%

Attitude, effort, being late, etc. can either increase or decrease your grade. Keep in mind the client’s impression of your work will weigh heavily on your final grade. You must attend meetings with the client [unless excused ahead of time by me].

grade scale

A 100-94 Outstanding work. Unexpected, well crafted, on time.
A- 90-93 Very good work. Not exactly the most creative idea though. Well-crafted and on time.
B+ 87-89 Very good. Well-crafted and on time. Maybe a minor flaw. Not a totally creative idea.
B 83-86 Good work. Seldom unique, but well-crafted and on time.
B- 80-82 OK work. Not unique. Many problems but some promise.
C+ 77-79 Expected executions; craftsmanship problems; other flaws
C 73-76 Expected executions; lapses in craftsmanship, flawed
C- 70-72 Expected executions; lapses in craftsmanship and major flaws
D+ 67-69 Major flaws, with some redeeming characteristic. On time.
F 0-59 No effort. Late. Didn’t follow assignment or instructions.

additional information of the UF grading policy may be found at:
https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx

the nature of this project for this class may be confidential and the information proprietary (instructor will tell you if this is the case). If it is confidential information, it should not be discussed by any of you outside of class or on social media. Any needs to use outside resources that might require disclosing any components of this class project must be discussed with me prior to proceeding. Breaching confidentiality results in loss of a full letter grade on final course grade.

tentative deliverables [varies based on project]
you are going to spend more time working on the project outside the classroom so it is EXTREMELY important that you understand the processes and deliverables that you should submit on time. missing deadlines is not acceptable! if you miss a deadline in the industry, you’re out.

• 2 TV spots (:30 or :15)
• 1 digital video content (time up to you)
• 2 ideas/suggestions for the best use of social media and promotion
• 1 idea for an event activation (e.g, contest, scavenger hunts, giveaway event, tour of America, VIP event)
• 2 broadcast integration
• think about how to involve their on-air talent

peer evaluation
at mid-term and the end of the semester, you will be evaluated by your teammates using the following items: quality and quantity of work, participation in team meetings, contribution of useful ideas, willingness to help others and/or do difficult tasks, respectful of others, and dependability. quality/quantity, contribution, and willingness count for double [i.e., more weight].
Project grade is unaffected
90.1-93 Minus 5% off final course grade.
88.1-90 Minus 10% off final course grade
80-88 Minus 15% off final course grade

These will continue to increase in 5% increments. So those whose evaluations are in the C+ range will have minus 20% and so on. I also use a mid-point evaluation. This one IS NOT punitive. It serves as a warning if you aren’t pulling your weight.

rough drafts
at several points during the semester, I will ask for rough drafts (checkpoints) of your work, which you will bring to your team’s meeting with me. these drafts must be complete and not just “here’s the general idea.” if it looks like you threw it together at the last minute, you will not receive credit for it.

attendance/team meetings
you must attend class. most of the semester will be team meetings with me. missing a meeting for an unexcused reason [so you need a doctor’s note, funeral notice, etc. to be excused–see University Policy] results in loss of 1/2 letter grade for each occurrence. you are required to attend all team and client meetings. keep in mind team meetings will be weekly at the same time, so don’t blow them off and schedule something else during that time. sometimes students think these are optional because of the laid back nature of the class. they’re not. also keep the assigned course times open for client meetings. finally, there has been an issue the past semester with attendance at your mock presentation. you must attend this. do not go on a trip during this time. it is vital to your group, and no, i am not going to reschedule it around your “needs.”

requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx.

final project
you will prepare polished, professional deliverables for the client using your creative concept. this will be done as a “book” just like in advertising campaigns. a more detailed specification will be handed out in class during the first two weeks.

final presentation
you will be either making a professional presentation to the client or creating a presentation to submit to an awards competition. this presentation will take place toward the end of the semester [either March
or April), if you have a live presentation, you will have a dress rehearsal with me to help you improve your presentation skills. We will talk about presenting creative at a later date.

**Students with disabilities**

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

**Student evaluation of course**

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at https://evaluations.ufl.edu. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at https://evaluations.ufl.edu/results/.

**Student complaint process**

Student complaint process is at: https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf.

Class schedule follows on next page.

Syllabus is subject to change with instructor notification. There may be extra credit opportunities related to research studies.

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**Week** | **What We’re Doing/What’s Due**
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Jan 9 | Speed teaming. Syllabus, class overview, brief. Start research
Jan 16 | Guest speaker (still waiting on final confirmation)
Jan 23 | Meet client.
Jan. 30 8 theme ideas and slogans for campaign. Research due on Canvas at 12:50. Brief me on their research and the insights they gained (and how applied to TV).

Feb 6 2 TV spots due for meeting + 1 social media

Feb 13 Update TV spots. Check in with client

Feb 20 1 social media, 1 broadcast integration, 1 event activation idea for meeting

Feb 27 TBD

Mar 5 Spring Break

Mar. 12 Meet as requested by instructor if re-works needed to be approved
Mar 19 Books due online at 12:50. May need presentation practice this day

Mar 26 Goodman at conference. No class

Apr. 2 Mock presentation and critique (maybe. depends on final presentation date)

Apr 9/16 FINAL PRESENTATIONS TO CLIENT

**student 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-honor-code/) 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.”