

ADV 4101
****COPYWRITING AND VISUALIZATION****
FALL 2020 SYLLABUS

Professor: Dr. Kasey Windels

Course Format: Online, *Mostly* Asynchronous

Scheduled Class Time When Synchronous: Tues. & Thurs. from 11:45-1:40 p.m.

Class Location: 100% Online via Canvas and Zoom

Office Hours/Location: Tues. & Thurs. from 10:45-11:45 / Online via Zoom

Email: kwindels@ufl.edu

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.
 - UF has discounted licensing for \$77 for 6 months and \$140 for 12 months:
<https://software.ufl.edu/software-listings/adobe-discounted-for-students.html>.
- Recommended: A creativity journal or sketch pad for idea generation during the creative process.

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.
- 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.

COURSE STRUCTURE (COVID-19)

Because of COVID-19, our course will be **100% online** via Canvas and Zoom. We will not meet in a classroom.

Our course will be **mostly asynchronous**, defined as not happening at the same time. Here's how the asynchronous learning will work:

- A new module posted on Canvas each week – typically on Friday – which includes a set of readings, resources, lecture videos, activities, and a quiz.
- You will have about one week to engage with those materials, including completing any quizzes and activities.
- Our “week” will typically start on Friday (new materials posted) and end on Wednesday (all assignments due by 11:59 p.m.).
- You can engage with materials and complete quizzes and activities at your own pace and timing, as long as you complete them by the deadline.

Our course will **sometimes** be **synchronous**, defined as occurring at the same time, via Zoom. Here's how that will work:

- We will meet for certain kinds of activities, such as feedback on initial concepts, campaign presentations, and mock job interviews.
- When we do meet, it will **typically** occur on Thursdays between 11:45-1:40 via Zoom.
- When thumbnails are due, we will typically meet in small groups (4-5 students) in 30-minute scheduled sessions on Thursdays, where each student will show me your best thumbnails and I will offer feedback. You will only show up for your assigned 30-minute time block.
- On the weeks where Campaigns 1 & 2 are due and will be presented, we will meet as a class and each person will get time to present their work. This may take longer, up to the entire class period.
- When we meet to do our job interviews, you will have a 30-minute time block scheduled for your interview (just you and Dr. Windels). This will take place either on Tuesday or Thursday during our scheduled class time.
- We may meet to complete some activities as a class, as well.

Typical Weekly Module

Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday
Module Material Posted <ul style="list-style-type: none"> • Readings • Lecture videos • Activities • Quizzes • Assignments 	Work on your module at your own pace				Module Material Due at 11:59 p.m. <ul style="list-style-type: none"> • Activities • Quizzes • Assignments 	Potential Synchronous Class Time to Review Work from the Module from 11:45-1:40

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 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/>. Here are some courses I recommend:

- "Photoshop CC 2019 Essential Training: The Basics" by Julieanne Kost
- "Photoshop CC 2019 Essential Training: Design" by Julieanne Kost
- "InDesign CC 2019 Essential Training" by David Blatner
- "InDesign Quick Start" by David Blatner

"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%
Weekly Comprehension Quizzes	15%
Weekly Activities	15%
Campaign Check-in Attendance	10%
Ad Critique	5%
Job Interview	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. You will be graded based on your effort in all phases of campaign development, from idea generation to concept development, to execution, to presentation.
2. **Weekly Comprehension Quizzes:** Each week, you will complete a 5-question quiz that tests your comprehension on any readings, videos, podcasts, and lecture videos covered that week. The quizzes will be multiple choice and true/false questions. Because we all have good weeks and bad weeks, I will drop your lowest two quiz grades.
3. **Weekly Activities:** 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. Each week, you will have one or more activities to complete to practice your skills. To account for a potential moment where you forget to complete an activity, I will drop your two lowest activity grades.
4. **Campaign Check-In Attendance:** Sometimes, we will need to meet via Zoom so I can offer feedback on your campaign concepts and thumbnails. The meetings will always occur during our regularly scheduled class time (Tues. & Thurs. from 11:45-1:40). You will receive credit for attending those check-ins with the proper work required for those check-ins.
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, and I will act as the employer who interviews you for the position.

"Imagination is more important than knowledge."

--Albert Einstein

GRADING SCALE

	93.00 and above = A	90.00 – 92.99 = A-
87.00 – 89.99 = B+	83.00 – 86.99 = B	80.00 – 82.99 = B-
77.00 – 79.99 = C+	73.00 – 76.99 = C	70.00 – 72.99 = C-
67.00 – 69.99 = D+	63.00 – 66.99 = D	60.00 – 62.99 = D-
59.99 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?
- **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

- **Engaging with Class Materials:** Students should complete all readings, watch all lecture videos, and otherwise engage with all materials in each weekly module. 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. Because this course is worth three credit hours, you should expect to spend nine hours per week on the course.
- **Respect for Others' Ideas:** We are diverse in many ways. 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. Appropriate and professional conduct is expected at all times. Respect and common courtesy toward your classmates and your professor are required. Each of us is responsible for creating a safer, more 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) Presenting work created for another course as original work in this class (e) sharing answers from your comprehension quizzes with other students or using answers shared by another student.

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 on the assignment.
- **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 close all other programs and windows to avoid distraction. When we're distracted rather than engaged, we can't improve as creatives. To maximize learning, don't multitask while listening to lectures or doing readings. Give them your full, undivided attention.
- **Grade Challenges:** Grade challenges can occur via email or during Zoom office hours. 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 three weeks of your receiving that particular grade. After three weeks, all grades are final.

- **Attendance, Late Assignments, Make-Ups:** We are currently in the midst of a global pandemic, and I understand that you might not have the kind of control over your life that you typically have. Please try to get assignments in on time, and email me before the deadline to request an extension if you need one. For those who do not contact me and do not complete the assignment, you will lose one letter grade per day late (including all days of the week, not just class days).
- **E-mail Policy:** As e-mail has become a favored way to communicate in academia and industry, you must learn to use it appropriately. Thus, when e-mailing me, address me formally. I will generally return it within 24 hours of receiving it on weekdays or by Monday evening if I receive it on the weekend. If you need to discuss something in length, visit my digital office hours or email me to set up a time to meet virtually.
- **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

	Week of...	Topic	Read / Watch / Listen	Assignments Due
1	8/31 – 9/3	Intro to ADV 4101 Advertising & Creativity 101	Req: Intro, Ch. 1 Rec: Ch. 4	<i>Weekly activities and quiz</i>
		Concept		
2	9/4 – 9/10	Insights and Creative Briefs Briefed on Campaign 1	Req: Pollard on Planning, Sweathead Podcast with Marco del Valle	<i>Weekly activities and quiz</i> Due: Campaign 1 Idea Gen 1 & 2
3	9/11 – 9/17	The Creative Process Generating Ideas Concepting	Req: eBook on idea generation Rec: Ch. 6	<i>Weekly activities and quiz</i> Due: Campaign 1 Thumbnails 1
4	9/18 – 9/24	Pitching Creative Work Critiquing Ads	Req: Ch. 15, Davis Ch. 14	<i>Weekly activities and quiz</i> Due: Campaign 1 Thumbnails 2
5	9/25 – 10/1	Present Campaign 1 <i>Thursday, 10/1 from 11:45-1:40</i>		Due: Present Campaign 1 Due: Turn in Campaign 1
		Execute		
6	10/2 – 10/8	Copy: Headlines, taglines and storytelling Briefed on Campaign 2	Req: Ch. 3, 5 Rec: Ch. 11, 12, HW5, ACC7	<i>Weekly activities and quiz</i> Due: Ad Critique
7	10/9 – 10/15	Visualization: Typography, layout and composition	Req: AD9 Rec: Ch. 14, AD8	<i>Weekly activities and quiz</i> Due: Campaign 2 Idea Gen 1 & 2
		Extend		
8	10/16 – 10/22	Digital and Social Media	Rec: Ch. 9-10	<i>Weekly activities and quiz</i> Due: Campaign 2 Thumbnails 1
9	10/23 – 10/29	Traditional Media Integrated Marketing Communication	Req: Ch. 13	<i>Weekly activities and quiz</i> Due: Campaign 2 Thumbnails 2
		Sell		
10	10/30 – 11/5	Interviews Cover Letters Introduce Job Interview Assignment		<i>Weekly activities and quiz</i> Due: Job Call
11	11/6 – 11/12	Resumes Digital Portfolios	Rec: Ch. 16	<i>Weekly activities and quiz</i>
12	11/13 – 11/19	Job Interviews via Zoom		Job Interviews
13	11/20 – 11/26	Thanksgiving Work on Campaign 2		
14	11/27 – 12/3	Job Interviews via Zoom		Job Interviews
15	12/8	Present Campaign 2 <i>Tuesday, 12/8 from 11:45-1:40</i>		Due: Present Campaign 2 Due: Turn in Campaign 2

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

**Req. = Required reading; Rec. = Recommended reading*

**When only chapters are listed, that refers to Advertising Concept Book*

**Other readings will be posted on Canvas*