SYLLABUS

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ADV 4930
ADS FOR SOCIAL GOOD
SPRING 2022

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The best way to reach me is via e-mail. I will do my best to respond in 24 hours.
One-on-one Zoom meetings available too whenever you need them. JUST SEND ME AN E-MAIL and I will set a meeting with you.
I'm here for you.

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Let’s help the world to be a better place with great ideas.

In this creative, hands-on course, you will generate ideas that can help to transform the world. Sometimes you’ll be able to pick your own cause, sometimes you’ll have to pick one out of three or four, sometimes I will give you the brief.

The course will be very collaborative and oriented only for people who want to work as a creative. You will work as a creative department in an agency does.

You will be generating ideas. If they are superb, they will be submitted in advertising student competitions.

This course is about creating, going out of the comfort zone, overcoming oneself and having fun.

Ads for Social Good is for doers and thinkers so you will barely find theory.

You’ll think and you’ll create compelling work. You’ll see great ads and you’ll be able to shine with yours too.
You’ll do presentations and you’ll create your own portfolio. You’ll never work alone.

Please keep in mind that this course will be about ideas and ideas are not mathematics, nothing is written in stone.
so you should be open to criticism, to listen to different points of view, to be open minded, to rectify,
to insist if you think what you have is good, to convince people who think different, to interact with your peers and instructor.

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COURSE OBJECTIVES.

- Generate and develop work that is strategic, memorable and persuasive.
- Practice writing creative briefs and following them when develop campaigns.
- Create your own Portfolio
- Learn about latest trends in advertising.
- Enhance your ability to generate ideas in teams.
- Develop emotional intelligence.
- Develop campaigns that carry a big idea across several media including traditional, non-traditional and online media.
- Judge creative work and accept critical appraisal your own.
- Develop your copy, design and presentation skills.
- Learn how to feel comfortable out of your comfort zone.
- Be ready to face the real advertising world.

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CREATIVE RESOURCES.

You are encouraged to keep up with current trends in advertising. You are encouraged to see and watch as many good ads as possible. You are encouraged to be curious and find inspiration out of advertising.

- You should periodically visit the following free websites:
- Fubiz.net (Inspiration)
- Mashable.com (Inspiration)
- Adsoftheworld.com
- Oneshow.org (Winners)
- Dandad.org (Winners)
- Radiomercuryawards.com (Winners. Only Radio)
- Adlatina.com (Hispanic Advertising)
- WeRSM.com (Social media)
- Welovead.com
- Joelapompe.net
- Digitalbuzzblog.com

I recommend to subscribe to and buy:

- Luerzer's Archive (They have student rate. Good for Print, Tv and Online)
- How to write an Inspired Creative Brief. Howard Ibach
- Basics Advertising 03. Ideation. Nick Mahon.

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EVALUATION.

The grading system will split between class participation and your own creative work in the form of multiple projects.
I will also take into account attitude, behavior and effort.
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.

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GRADING:

Projects (4): 80%
In Class Activities/Participation: 10%
Portfolio/Self Promo: 10%
You'll create:

940-1000:A
900-939:A-
870-899:B+
830-869:B
800-829:B-
770-799:C+
730-769:C
700-729:C-
670-699:D+
630-669:D
600-629:D-
000-599:E

EACH PROJECT IS 200 POINTS
DURING THE SEMESTER I WILL GIVE EXTRA POINTS ON RANDOM ACTIVITIES AND/OR ASSIGNMENTS

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The focus in this course is on effortful and persistent idea generation connected to social good, creative thinking, and polished execution and presentation of the advertising campaigns. All the projects will be mentioned in class and posted in Canvas.

IN-CLASS ACTIVITIES:

In-class activities are very important. You must be in class to receive credit for these activities.

PROJECTS:

- PRINT CAMPAIGN.
- DEVICE/TOOL/PRODUCT.
- INTEGRATED CAMPAIGN.
- CASE STUDIES&PORTFOLIO

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CONCEPTS 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:** Do the layout and copy work well together? Does the design and copy fit your target audience and the product? Are your visuals appropriate?
- **Campaign Coherence:** Are all elements in the campaign strategically, conceptually and visually in sync?
- **Originality**: Can this idea be a Cannes Contender?
- **Presentation:** Did you fully describe why certain decisions were made and why the campaign works? Were you able to communicate why your campaign was s successful?
- **Effective Writing:** 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.
- **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.

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ATTENDANCE & ABSENCES:

You have TWO PERSONAL days during the semester.
If you take a personal 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 personal days.
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 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.

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LATE POLICY:

I know we all are late from time to time, but your boss (that's me) and your partners expect 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.

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.

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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.

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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.

Access to Adobe Creative Suite is $77 for the semester or $144 for the year. See https://software.ufl.edu/adobe-offering/ for more information.