

# ADV 4101

## **\*\*Copywriting and Visualization\*\***

### Fall 2022 Syllabus

**Professor:** Tracey Kyles

**Class Time / Location:** Mon. & Wed. from 9:35-11:35 p.m. in WEIM 2058

**Office Hours/Location:** by appt. / via Zoom at <https://ufl.zoom.us/j/8975457035>

Meeting ID: 897 545 7035

**Email:** [traceykyles@ufl.edu](mailto:traceykyles@ufl.edu)

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

## Materials

- Required: *The Advertising Concept Book*, 3<sup>rd</sup> 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 sketch pad for idea generation during the creative process.

## Course Description

The aim of this course is to teach you about the creative and strategic process of advertising execution. Through sophisticated exercises both in class and through at-home assignments, you'll be able to conceptualize aesthetics and copywriting and ultimately learn how to create ideas for single advertising campaigns. The goal is to create something enlightening, entertaining, and most importantly engaging. The end result should be something you can put in your portfolio.

## 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.
- 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.

## 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 2021 Essential Training: The Basics" by Julieanne Kost
- "Photoshop 2021 Essential Training: Design" by Julieanne Kost
- "InDesign 2021 Essential Training" by David Blatner
- "InDesign 2021Quick Start" by Kaldi Vergine

## Grading

Campaign 1	20%
Campaign 2	20%
Campaign 3	20%
Reading Quizzes	15%
Activities	15%
Job Interview	10%

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're going to make three creative ads throughout this course. We're focusing on creative problem solving, creative thinking, and polished execution and presentation of the advertising campaigns in this course. Your grade will be based on your effort in all phases of campaign development, from idea generation to concept development to execution to presentation.
2. **Reading Quizzes:** We're going to have two quizzes on the readings. Quizzes will be multiple choice and true/false and in person. If you have a medical excuse, I will give you the chance to make it up when you return..
3. **Activities:** It's imperative to do these in-class activities since it's where you start putting what you've read about into practice. Activities will be completed during the class period. The lowest score is dropped, no makeups.
4. **Job Interview:** Internships and other jobs require job interviews, but they take practice. At the end of the semester, you'll find a job ad online for a job you might want. I'll act as the employer and interview you based on the job ad you send me.

## Grading Scale

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

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

## Concepts on which you will be graded

- **Idea Development:** Are you coming up with a bunch of new and different ideas over several days and weeks so you can find a really great one?
- **Message:** Is there a clear message in your work? Does this message make it clear what consumers should think about your brand?
- **Concept:** Does your work use an interesting tool or device to communicate its message?
- **Layout:** 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?
- **Coherence:** Are all elements in the campaign strategically, conceptually and visually in sync?
- **Originality:** 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?

## Policies

- **In-Person Course:** Our course is an in-person course. Lecture, discussion, activities and exams will occur in the classroom. We will not utilize the HyFlex technology. You are responsible for getting notes from a classmate if you are unable to attend class. Per CDC guidance, please get vaccinated and wear a mask while in class, as both are shown to decrease COVID transmission and illness.
- **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 or illness, 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).
- **Classroom Preparedness:** Students should attend 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.
- **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 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.
- **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.

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.
- **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/](http://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](mailto: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.
- **Recording the Professor:** Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture **does not** include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To "publish" means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person

injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

## ADV 4101

## Tentative Course Schedule

	Date	Topic / Lecture	Read / Listen	Assignments Due
1	Aug. 24	Intro to ADV 4101		
2	Aug. 29	Advertising & Creativity 101	Intro, Ch. 1, 4	
	Aug. 31	Insights and Creative Briefs	Ch. 2, Pollard on Planning	Briefed on Campaign 1
3	Sept. 7	Writing a Creative Brief		Due: Research on Campaign 1 Client Due in Class: Draft of Brief
4	Sept. 12	The Creative Process		Due: Campaign 1 Idea Gen 1 & 2
	Sept.14	Generating Ideas Concepting	Ch. 6, eBook	
5	Sept. 19	Feedback on Campaign 1 Thumbnails 1		Due: Campaign 1 Thumbnails 1
	Sept. 21	Pitching Creative Work Work on Ideas in Class	Ch. 15	Due: Campaign 1 Thumbnails 2 <b>Reading Quiz 1</b>
6	Sept. 26	<b>Present Campaign 1</b>		<b>Due: Present Campaign 1</b> <b>Due: Turn in Campaign 1</b>
	Sept. 28	Watch Art & Copy Online <a href="https://youtu.be/raitw4z_OBE">https://youtu.be/raitw4z_OBE</a>		Online Quiz on Art & Copy Video: Briefed on Campaign 2
7	Oct. 3	Copy: Headlines, subheads, taglines, body copy	Ch. 3, 5, 11 HW5	Due: Campaign 2 Idea Gen 1 & 2
	Oct. 5	Copy: Storytelling and manifestos	Ch. 12, ACC7	Due: Campaign 2 Thumbnails 1 A-M
8	Oct. 12	Visualization: Typeface and design basics	Ch. 14	Due: Campaign 2 Thumbnails 1 N-Z
9	Oct. 17	Feedback on Campaign 2 Thumbnails 2 via Zoom		Due: Campaign 2 Thumbnails 2 ALL
	Oct. 19	Visualization: Layout and composition	AD8, AD9	
10	Oct. 24	<b>Present Campaign 2</b>		<b>Due: Present Campaign 2</b> <b>Due: Turn in Campaign 2</b>
	Oct. 26	Traditional Media		Briefed on Campaign 3
11	Oct. 31	Digital and Social Media	Ch. 9-10	Due: Campaign 3 Idea Gen 1 & 2
	Nov. 2	Integrated Marketing Communication	Ch. 13	Due: Campaign 3 Thumbnails 1 A-M
12	Nov. 7	Pointers: Interview & Cover Letter		<b>Reading Quiz 2</b> Due: Campaign 3 Thumbnails 1 N-Z Briefed on Interview Assignment
	Nov. 9	Pointers: Interview & Cover Letter		
13	Nov. 14	Pointers: Resume & Digital Portfolio	Ch. 16	Due: Job Call
	Nov. 16	Feedback on Campaign 3 Thumbnails 2 via Zoom		Due: Campaign 3 Thumbnails 2 ALL
14	Nov. 21	Job Interviews/ Work on Campaign 3		Job Interviews via Zoom
15	Nov. 28	Job Interviews/ Work on Campaign 3		Job Interviews via Zoom
	Nov. 30	Job Interviews/ Work on Campaign 3		Job Interviews via Zoom
16	Dec. 5	<b>Present Campaign 3</b>		<b>Due: Present Campaign 3</b> <b>Due: Turn in Campaign 3</b>

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

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

*\*Other readings will be posted on Canvas*