CREATIVITY IN ADVERTISING, DESIGN & COMMUNICATION

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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

Comprehension of principles of advertising or public relations and basic knowledge of Adobe Creative Suite (Photoshop, InDesign and Illustrator)

COURSE OBJECTIVES

- To develop creative concepts and execute them effectively
- To learn to use design software current 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
- 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

REQUIRED MATERIALS & SOFTWARE

IMPORTANT: A computer or laptop (NOT A TABLET) with access to Adobe Creative Suite Software is required for this class.

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 plan 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

Recommended (not required) textbooks:
Advertising Creative - Strategy, Copy, Design. 5th edition / Alstiel, Grow, Jennings
Advertising: Concept and Copy. 3rd edition (or later) / G. Felton
Advertising Concept Book. 3rd edition / P. Barry

Suggested readings and 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. Visit their website at www.commarts.com).
• *Made to Stick* by Heath and Heath
• *The Pitch* on AMC (available on itunes)
• *MadMen* on AMC (available on itunes)

• https://adage.com
• https://www.adlatina.com
• https://www.adforum.com/creative-work
• https://www.oneclub.org/awards/theoneshow/
• https://www.behance.net
• Adsoftheworld.com
• Oneshow.org (Winners)
• Dandad.org (Winners)

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.

All assignments and work in this class total 1000 points, broken down as follows:

Campaigns	400
Weekly Assignments & Quizzes	200
Class Moderation	150
In-Class Work & Participation	150
Weekly Buzz	100

LETTER GRADE	POINTS
A	900 – 1000
B	800 - 899
C	700 - 799
D	600 - 699
E	599 and below

OTHER GRADING FACTORS
I will also consider 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.

ATTENDANCE

This class meets only once per week, so attendance is REQUIRED. I will allow ONE unexcused absence during the semester. For each additional absence, I will take points off which will reduce your final grade for the class. Please keep in mind that you might not pass this class if you are consistently absent. If you take a day off, the work that was due is still due (so no extension for taking a day off). I will consider excusing a student in an extreme case, which is at my discretion. Please make sure to notify me before class time if there is an extenuating circumstance (including illness) that is preventing you from attending. If you are sick, 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. 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 classmate 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.

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 more than 10 minutes late, I reserve the right to count this as an absence.

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/."

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. CJC 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 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.

RECORDING LECTURES
"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."

CAMPUS HELPING RESOURCES
Health and Wellness:
U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit U Matter, We Care website to refer or report a concern and a team member will reach out to the student in distress.
Counseling and Wellness Center: Visit the Counseling and Wellness Center website or call 352- 392-1575 for information on crisis services as well as non-crisis services.
Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the Student Health Care Center website.
University Police Department: Visit UF Police Department website or call 352-392-1111 (or 9-1-1 for emergencies).
UF Health Shands Emergency Room / Trauma Center: For immediate medical care call 352-733- 0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the UF Health Emergency Room and Trauma Center website.

GatorWell Health Promotion Services: For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the GatorWell website or call 352-273- 4450.

Academic Resources:
E-learning technical support: Contact the UF Computing Help Desk at 352-392-4357 or via e-mail at helpdesk@ufl.edu.
Career Connections Center: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.
Library Support: Various ways to receive assistance with respect to using the libraries or finding resources.
Teaching Center: Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring.
Writing Studio: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.
Student Complaints On-Campus: Visit the Student Honor Code and Student Conduct Code webpage for more information.
On-Line Students Complaints: View the Distance Learning Student Complaint Process.

UNIVERSITY POLICY ON ACCOMMODATING STUDENTS WITH DISABILITIES

We are committed to helping students with special challenges overcome difficulties with comprehending the subject matter, while abiding by the standard code of confidentiality. In order to address academic needs, we must be informed of the student's circumstance at the beginning of the semester before performance becomes a factor. This is not to imply that standards of fairness will not be generally applied when evaluating student work; only that reasonable and appropriate measures will be taken to ensure that officially recognized challenges do not become a hindrance to a student's ability to succeed in this course. Students requesting classroom accommodation must first register with the Dean of Students Office (Disability Research Center – 352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter that must be presented to the instructor or teaching assistant when requesting accommodation. Students with challenges should follow this procedure as early as possible in the semester.

OTHER IMPORTANT NOTES

• The instructor reserves the right to make changes, if necessary, to the grading system, schedule, or other matters pertaining to the class. The students will be informed of these changes in a timely manner.
• If you notice yourself having trouble in the course, it is crucial that you see the instructor immediately. Please feel free to approach the instructor or teaching assistant about any concerns or comments you might have about this class. I will be happy to meet with you.
• Teamwork and collaboration is an important part of working in advertising. You will be expected to treat your teammates fairly and with respect. In addition, make sure that you understand and respect any scheduling limitations that your teammates may have outside of school obligations when arranging meetings and planning working sessions.

TENTATIVE SCHEDULE
(subject to change if needed)

WK 1-2   Creativity, Brainstorming & Briefs

WK 3   Insights

WK 4   Concepts, Tone & Big Ideas

WK 5   Written Communication: Copywriting, Concepts

WK 6-7   Visual Communication & Design: Color, Layout & Type

WK 8   Traditional Advertising

WK 9   Non-Traditional Advertising

WK 10-14   Campaigns

WK 15-16   Storytelling, Polishing & Presenting