

**ADV 4930 SECTION 05EG**

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# **GAME CHANGING AD IDEAS**

**SPRING2024**

**SYLLABUS**

# SYLLABUS

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ADV 4930 SECTION 05EG

## GAME CHANGING AD IDEAS

**INSTRUCTOR: JUAN SEGUI**



**EMAIL: JUAN.SEGUI@UFL.EDU**

**AVAILABLE WHENEVER YOU NEED,  
JUST SEND ME AN E-MAIL  
I'M HERE FOR YOU.**

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**IF YOU LOVE TO KNOW  
NEW CULTURES...**

**ADVERTISING IS A  
GOOD WAY TO DO IT.**

**& IF YOU LOVE TO SEE ADS YOU ARE IN THE PERFECT PLACE.**

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## COURSE DESCRIPTION

- ✓ **DURING THE SEMESTER WE'LL DISCOVER THE MAIN AD FESTIVALS AROUND THE GLOBE TO UNDERSTAND BETTER HOW ADVERTISING WORKS GLOBALLY. SEEING ADS FROM DIFFERENT COUNTRIES IS A GREAT WAY TO UNDERSTAND DIFFERENT CULTURES AND DIFFERENT INSIGHTS.**
- ✓ **DISCOVERING MEANS TO KNOW HOW IMPORTANT THE AD FESTIVAL IS, WHY AD FESTIVALS ARE IMPORTANT IN THE INDUSTRY BUSINESS, WHICH ARE THE AGENCIES AND WHO ARE THE CREATIVES AROUND THE GLOBE THAT ARE CHANGING THE CREATIVITY FOR THE BRANDS, AND WHICH ADS WERE SELECTED AS THE BEST ONES IN THOSE FESTIVALS. WE'LL SEE GRAND PRIX AND GOLDS AND WE'LL UNDERSTAND THAT THERE ARE WORK AND EXCELLENCE. ONLY STUDENTS WHO HAVE TAKEN THE ADVERTISING CERTIFICATE WILL HAVE ACCESS TO THIS CLASS.**
- ✓ **THIS COURSE IS ABOUT KNOWING WHO IS WHO IN THE AD WORLD AND HOW & WHY AN AD IDEA IS A GAME CHANGER.**
- ✓ **IN THIS CLASS YOU'LL A LOT OF GREAT ADS & CAMPAIGNS AND IT'S MANDATORY THAT STUDENTS LOOK FOR GREAT ADS TOO.**
- ✓ **ATTENDANTS WILL HAVE OPEN CONVERSATIONS ABOUT ADVERTISING, WILL DEVELOP CRITERIA WILL LEARN WHY BEING CREATIVE AND GETTING AWARDS IS IMPORTANT.**
- ✓ **EVERYBODY WILL KNOW FIRST-HAND FROM SUCCESSFUL CREATIVE GUESTS TIPS & HINTS FOR THOSE WHO WANT TO WORK IN THE MOST CREATIVE AGENCIES.**
- ✓ **Q&A SESSIONS WILL BE COMMON.**

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## FESTIVALS THAT THE CLASS WILL DISCOVER 1

### + ONE SHOW

THE ONE SHOW IS AMONG THE TOP THREE GLOBAL AWARDS PROGRAMS FOR ADVERTISING, DESIGN, AND DIGITAL MARKETING. AN INTERNATIONAL PANEL OF CREATIVE AND BUSINESS LEADERS JUDGE THE CREATIVITY OF IDEAS AND QUALITY OF EXECUTION OF EACH SUBMISSION. IT IS PRODUCED ANNUALLY BY THE ONE CLUB FOR CREATIVITY, THE WORLD'S FOREMOST NON-PROFIT ORGANIZATION WHOSE MISSION IS TO SUPPORT AND CELEBRATE THE SUCCESS OF THE GLOBAL CREATIVE COMMUNITY.

### + EL OJO DE IBEROAMERICA

BIGGEST LATIN FESTIVAL IN THE WORLD. A REFERENCE TO UNDERSTAND BETTER HOW LATINO CREATIVITY IS EVOLVING. THE FESTIVAL INCLUDES SPAIN, PORTUGAL, BRAZIL AND US HISPANIC MARKET BESIDES ALL COUNTRIES THAT SPEAK SPANISH. SEMINARS AND TALKS ABOUT CREATIVITY ARE A MUST.

### + ADFEST

ADFEST IS ASIA'S MOST CELEBRATED REGIONAL CREATIVE FESTIVAL. FOUNDED IN 1998, ADFEST IS 1 OF ONLY 8 REGIONAL CREATIVE FESTIVALS INCLUDED IN THE WARC CREATIVE RANKINGS, SUCCESSOR TO THE GUNN REPORT.

ADFEST CELEBRATES THE UNIQUENESS OF LOCAL CULTURE. IT IS A LEARNING HUB FOR THOSE IN THE COMMUNICATION INDUSTRY THROUGH SHOWCASING OF THE REGION'S BEST CREATIVE WORKS AND INSPIRING CONTENT FROM EXPERTS IN VARIOUS DISCIPLINES.

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## FESTIVALS THAT THE CLASS WILL DISCOVER 2

### + CLIO

**BIGGEST USA FESTIVAL. DO YOU REMEMBER THE TV SHOW MAD MEN? THAT WAS THE AWARD THAT THE AGENCY WON. FOUNDED IN 1959 TO HONOR EXCELLENCE IN ADVERTISING, THE CLIO AWARDS TODAY CELEBRATES BOLD WORK THAT PROPELS THE ADVERTISING INDUSTRY FORWARD, INSPIRES A COMPETITIVE MARKETPLACE OF IDEAS AND FOSTERS MEANINGFUL CONNECTIONS WITHIN THE CREATIVE COMMUNITY. ANNUALLY, THE CLIO AWARDS BRINGS TOGETHER LEADING CREATIVE TALENT FOR AN EXCLUSIVE AND COLLABORATIVE JUDGING EXPERIENCE TO SELECT THE ENTRIES THAT WILL WIN THE COVETED GRAND, GOLD, SILVER AND BRONZE CLIO STATUES.**

### + EPICA

**ESTABLISHED IN 1987 IN EUROPE, EPICA IS UNIQUE AS IT IS THE ONLY CREATIVE PRIZE JUDGED BY THE PRESS. MORE THAN 200 MAGAZINES AND WEBSITES FROM AROUND THE WORLD ARE ON OUR JURY. EPICA OFFERS LINKS WITH AND EXPOSURE TO AN UNRIVALED NETWORK OF JOURNALISTS WHO ARE SPECIALISTS IN THEIR FIELD, AND RECEIVES THOUSANDS OF ENTRIES EVERY YEAR FROM OVER 70 COUNTRIES.**

**EPICA'S AIM IS TO REWARD OUTSTANDING CREATIVITY WHETHER IT COMES FROM AGENCIES, MEDIA CONSULTANCIES, PR , MARKETING OR TECH FIRMS, PRODUCTION HOUSES, DESIGN STUDIOS OR INDIVIDUAL ARTISTS, TO DEVELOP THEIR REPUTATIONS BEYOND THEIR NATIONAL BORDERS. UNLIKE A JURY OF CREATIVES, JOURNALISTS ARE IMMUNE TO POLITICS. WITH NO CONFLICT OF INTEREST, THEY ARE TRULY INDEPENDENT EXPERTS.**



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## FESTIVALS THAT THE CLASS WILL DISCOVER 3

### + LIA AWARDS

IN 1986, BARBARA LEVY, FOUNDER & PRESIDENT OF LONDON INTERNATIONAL AWARDS (LIA), STARTED THE FIRST MULTI-DISCIPLINARY, TRULY INTERNATIONAL AWARDS SHOW IN THE ADVERTISING INDUSTRY. FOR 38 YEARS, LIA HAS BEEN A GLOBAL AWARD FOR CREATIVE EXCELLENCE IN ALL FORMS OF MEDIA GROWING AND EVOLVING ITS COMPETITIONS. LIA STANDS AS A CHAMPION OF THE CREATIVE PROCESS, CREATIVES THEMSELVES, AND OF COURSE, GREAT CREATIVE IDEAS.

### + CANNES FESTIVAL

THE INTERNATIONAL FESTIVAL OF CREATIVITY - HAS BEEN CHAMPIONING CREATIVE EXCELLENCE SINCE 1954 WITH THE GOAL OF PROVIDING A GLOBAL DESTINATION AND THE DEFINITIVE BENCHMARK FOR CREATIVITY THAT DRIVES PROGRESS. HERE IS WHERE EVERYTHING STARTS IN ADVERTISING AND ENDS. IF YOU WIN YOU ARE LIKE A GOD, THIS IS THE REFERENCE FOR THE INDUSTRY. ALL THE INDUSTRY LOOKS AT CANNES TO KNOW WHAT TO DO AND WHAT NOT TO DO DURING THE YEAR.



# SYLLABUS

## COURSE CALENDAR

WEDNESDAY

10:450 AM - 12:35 PM

January 2024

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

February 2024

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29		

March 2024

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

April 2024

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

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## COURSE WEEK BY WEEK

•MODULE 1: DISCOVERING ONE SHOW: 01/17

•MODULE 2: DISCOVERING ONE SHOW: 01/24



•MODULE 3: DISCOVERING EL OJO DE IBEROAMERICA: 01/31

•MODULE 4: DISCOVERING EL OJO DE IBEROAMERICA: 02/07



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## COURSE WEEK BY WEEK



• **MODULE 5: DISCOVERING SUPER BOWL ADS: 02/14**

• **MODULE 6: DISCOVERING ADFEST ASIA: 02/21**



• **MODULE 7: DISCOVERING CLIO AWARDS: 02/28**

• **MODULE 8: DISCOVERING CLIO AWARDS: 03/06**



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## COURSE WEEK BY WEEK

•MODULE 9: DISCOVERING EPICA: 03/20



•MODULE 10: DISCOVERING LIA: 03/27



•MODULE 11: DISCOVERING LIA: 04/03

•MODULE 12: DISCOVERING CANNES LIONS: 04/10

•MODULE 13: DISCOVERING CANNES LIONS: 04/17





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## COURSE WEEK BY WEEK

### •MODULE 14: LAST DAY 04/24

Q&A, NETWORKING, GATOREVAL, ETC.





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## **COURSE OBJECTIVES**

**STUDENTS WILL DISCOVER GREAT IDEAS AROUND THE GLOBE.**

**STUDENTS WILL LEARN HOW TO BE A GAME CHANGER IN ADVERTISING FROM THE BEST WORK.**

**STUDENTS WILL ACQUIRE MORE KNOWLEDGE ABOUT THE INDUSTRY.**

**STUDENTS WILL IMPROVE THEIR CRITERIA THROUGH OPEN CONVERSATIONS.**

**STUDENTS WILL DISCOVER NEW TRENDS IN ADVERTISING**

**STUDENTS WILL LEARN THAT THERE'S NO A OR B. THERE ARE IN OR OUT.**

**STUDENTS WILL UNDERSTAND THAT IF YOU ARE NOT ON TOP OF WHAT'S GOING ON  
IN THE INDUSTRY, YOU ARE OUT..**

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## INTERNATIONAL SCHOLARS PROGRAM

[FACEBOOK.COM/UFINTERNATIONALSCHOLARSPROGRAM/](https://www.facebook.com/ufinternationalscholarsprogram/)

### DID YOU KNOW?

YOUR ENROLLMENT IN, AND SUCCESSFUL COMPLETION OF **ADV4930: GAME CHANGING AD IDEAS** COUNTS AS ONE OF THE REQUIREMENTS FOR THE INTERNATIONAL SCHOLARS PROGRAM DISTINCTION!

**CLICK HERE TO LEARN MORE ABOUT ISP!**

[HTTPS://INTERNATIONALCENTER.UFL.EDU/INTERNATIONAL-SCHOLARS-PROGRAM/ABOUT](https://internationalcenter.ufl.edu/international-scholars-program/about)

### WHAT IS THE INTERNATIONAL SCHOLARS PROGRAM?

THE INTERNATIONAL SCHOLARS PROGRAM (ISP) IS AN EXCITING OPPORTUNITY AVAILABLE TO ALL DEGREE-SEEKING UNDERGRADUATE STUDENTS. IT REPRESENTS AN AVENUE TO STRUCTURE YOUR GLOBAL LEARNING EXPERIENCE THROUGH THE COMPLETION OF INTERNATIONAL COURSEWORK, INTERNATIONAL EXPERIENCE, LANGUAGE LEARNING AND CO-CURRICULAR ACTIVITIES. DEFINE YOUR INTERNATIONAL LEARNING INSIDE AND OUTSIDE THE CLASSROOM!

**WHY JOIN? STUDENT TESTIMONIALS**

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=LNQCEHED0YY](https://www.youtube.com/watch?v=LNQCEHED0YY)



INTERNATIONAL  
SCHOLARS PROGRAM

OFFICE OF GLOBAL LEARNING  
UNIVERSITY OF FLORIDA

UNIVERSITY OF FLORIDA  
OFFICE OF GLOBAL LEARNING



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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** (INSPIRATION)

**radiomercuryawards.com** (WINNERS. ONLY RADIO)

**awwwards.com** (WEB)

**adlatina.com** (HISPANIC ADVERTISING)

**wersm.com** (SOCIAL MEDIA)

**digitalbuzzblog.com** (DIGITAL)

**joelapompe.net** (COINCIDENCES?)

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## CREATIVE RESOURCES

**I RECOMMEND SUBSCRIBING TO:**

**LUERZER'S ARCHIVE**

**[luerzersarchive.com](http://luerzersarchive.com)**

**(THEY HAVE STUDENT RATE. GOOD FOR PRINT, TV AND ONLINE)**

**MANDATORY READING:**

**HOW TO WRITE AN INSPIRED CREATIVE BRIEF. [HOWARD IBACH.](#)**

**BASICS ADVERTISING 03. IDEATION. [NICK MAHON.](#)**

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**WE ARE A LARGE CLASS SO WE ARE GOING TO TEAM-UP IN GROUPS OF 2/3  
01/17 WE WILL HAVE A SPECIAL TEAM CLASS**

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## **EVALUATION INTRO**

**STUDENTS WILL BE EVALUATED IN 3 DIFFERENT WAYS:**

**ASSIGNMENTS 50%**

**QUIZZES 30%**

**ATTENDANCE 20%**

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## EVALUATION ASSIGNMENTS: 450POINTS

### ASSIGNMENTS: 50 POINTS X 9 MODULES

**ALMOST EVERY WEEK EVERY TEAM NEEDS TO BRING AT LEAST ONE AD THAT THEY CONSIDER CAN BE AN AD AWARD WINNER. IT CAN BE TV, PRINT, OUTDOOR, RADIO, DIGITAL, DESIGN, DIRECT, NEW MEDIA, SOCIAL MEDIA, POST, BANNER, WEB, VR...**

**EVERY MEMBER OF THE TEAM HAVE TO PRESENT & EXPLAIN THE AD SELECTED BASED ON:**

- ★ **INNOVATIVE: SOLUTION TO A PROBLEM.**
- ★ **ORIGINALITY: DO THE LAYOUT AND COPY WORK WELL TOGETHER? DOES THE DESIGN AND COPY FIT YOUR TARGET AUDIENCE AND THE PRODUCT? ARE YOUR VISUALS APPROPRIATE? ARE ALL ELEMENTS IN THE CAMPAIGN STRATEGICALLY, CONCEPTUALLY AND VISUALLY IN SYNC?.**
- ★ **CONCEPT: IS THE IDEA FRESH? EXTENDIBLE? EFFECTIVE? IS THE CONCEPT IMMEDIATELY CLEAR AND APPARENT WITHOUT EXPLANATION? DO THE ADS CLEARLY COMMUNICATE A MAIN MESSAGE? IS IT USING AN INTERESTING TOOL OR DEVICE TO COMMUNICATE?.**

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## SUPERBOWL WINNERS: 150POINTS



**EVERY STUDENT (NOT TEAM)  
NEEDS TO CREATE A LIST WITH  
THEIR 10 BEST SUPERBOWL ADS.**

**AT LEAST THREE OF THEM NEED TO BE IN THE LIST THAT  
HAS BEEN PUBLISHED AFTER THE SUPERBOWL GAME.**



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## EVALUATION QUIZZES: 200POINTS

EVERY STUDENT WILL FACE TWO QUIZZES. 10 TO 15 QUESTIONS. MULTIPLE ANSWERS STYLE.



**TWO QUIZ (100 POINTS EACH) WILL BE CONNECTED  
TO THE TWO BOOKS THAT STUDENTS MUST READ  
(HOW TO WRITE AN INSPIRED CREATIVE BRIEF AND BASICS IN ADVERTISING)**

**ONE BOOK EVERY TWO MONTHS**



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EVALUATION ATTENDANCE: 200POINTS



EVERY STUDENT CAN TAKE **TWO PERSONAL** DAYS DURING THE SEMESTER.

**FAILING MORE THAN THAT WITH NO JUSTIFICATION  
WILL MEAN A 20% DECREASE IN THE FINAL GRADE**

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## GRADING POINTS:

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



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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 20% FOR UNEXCUSED ABSENCES 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.](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.**

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## CAMERA



**PLEASE PLEASE PLEASE  
LEAVE THE CAMERA CONNECTED  
WHILE WE ARE IN CLASS**



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**PARTICIPATE**



**SPEAK LOUD**  
**INTERRUPT ME! NO PROBLEM**

**USE THE CHAT**  
**I LOVE TO HEAR FROM ALL OF YOU**

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## 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 PROVIDES 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 MUST 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.**



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## 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/](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/](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](http://WWW.COUNSELING.UFL.EDU/CWC)**

**U MATTER WE CARE**

**[WWW.UMATTER.UFL.EDU](http://WWW.UMATTER.UFL.EDU)**

**CAREER RESOURCE CENTER, FIRST FLOOR JWRU, 392-1601,**

**[WWW.CRC.UFL.EDU](http://WWW.CRC.UFL.EDU)**

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## **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.**

# SYLLABUS

## SOFTWARE USE

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**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.**



Thx!

**SEEYOU**

**NEXT WEEK...**