

ADV 4951 SECTION 3MGC

SPRING 2024

PORTFOLIO III

MAKING THE BEST, BETTER

SYLLABUS

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PORTFOLIO III

MAKING THE BEST, BETTER

SPRING2024

INSTRUCTOR: juan.segui@ufl.edu

THE BEST WAY TO REACH ME IS VIA E-MAIL

IN PERSON AND ONE-ON-ONE ZOOM MEETINGS

available whenever you need them, just send me an e-mail
and I will set a meeting. I'm here for you.

SYLLABUS

COURSE DESCRIPTION

This course is the end of the ride.

The main goal is to win an AD Competition Award (TWO)

and help you to have bullet-proof ideas in solid portfolios.

Professors will review all your portfolios and ideas for Competition that can be improved.

The work will be very personalized and include many one-on-one sessions.

Doing and redoing the job is expected.

✓ **PORTFOLIO III**

Is a hands-on course. You will be enhancing your actual work and making it good enough to get a job and worthy for student competitions.

✓ **PORTFOLIO III**

Is for people who never give up, is for doers and thinkers who want to be part of the A-Game in advertising. 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... YOU'LL NEVER WORK ALONE.

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COURSE DESCRIPTION

Please keep in mind that this course will be about improving ideas and ideas are not mathematics, 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.



LET'S DO SOME TEAM WORK AND CONSTRUCT TOGETHER

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ESTRUCTURE

COMPETITION #1

Due February 6th - Five weeks

1st MEETING: REVIEW FIRST IDEAS/CONCEPTS

2nd MEETING: REVIEW MORE IDEAS

3rd MEETING: SEE HOW CAMPAIGN IS EVOLVING

4th MEETING: FINAL PRESENTATION

5th MEETING: ALL IN!

COMPETITION #2

Due March 19th - Five weeks

• **1st MEETING: REVIEW FIRST IDEAS/CONCEPTS**

• **2nd MEETING: REVIEW MORE IDEAS**

• **3rd MEETING: SEE HOW CAMPAIGN IS EVOLVING**

• **4th MEETING: FINAL PRESENTATION**

• **5th MEETING: ALL IN!**

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ESTRUCTURE

REVIEW PORTFOLIO *Select the projects improve the campaign/idea:*

- **1st MEETING: REVIEW FIRST IDEAS/CONCEPTS**
- **2nd MEETING: SEE HOW CAMPAIGN IS EVOLVING**
- **3rd MEETING: FINAL PRESENTATION**

FINAL PORTFOLIO PRESENTATION

Review the portfolio and how is being presented at the end of semester.

NOTE: CONSIDER HAVING AWARDED CREATIVE DIRECTOR FROM AGENCIES REVIEWING YOUR PORTFOLIO.

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COURSE OBJECTIVES

Generate and develop work that is strategic, memorable, and persuasive.

Submit great work to real AD Competitions

Keep building your Portfolio.

Enhance your ability to generate ideas in teams.

Develop emotional intelligence.

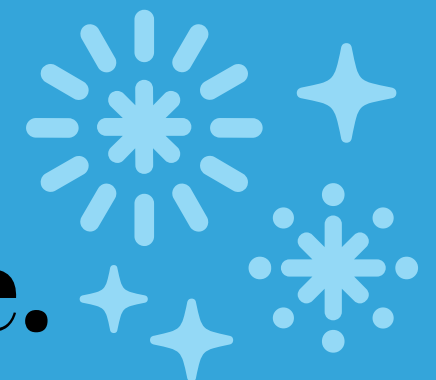
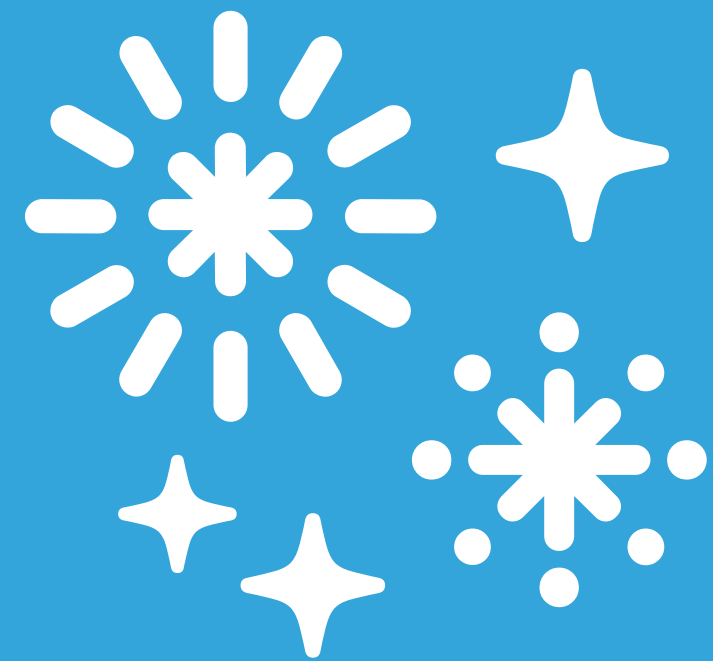
Judge creative work and accept a critical appraisal of your own.

Develop your copy, design, and presentation skills.

Learn how to feel comfortable out of your comfort zone.

Learn what agencies and creative directors expect to see in a portfolio.

Be ready to face the real advertising world.



PROJECTS

1st Competition

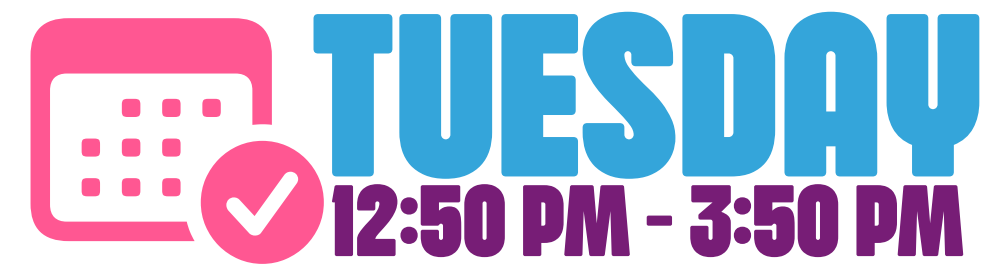
2nd Competition

Improve Portfolio

Final Portfolio & Review

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COURSE CALENDAR



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 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)

oneshow.org (WINNERS)

dandad.org (WINNERS)

adlatina.com (HISPANIC ADVERTISING)

wersm.com (SOCIAL MEDIA)

digitalbuzzblog.com (DIGITAL)

joelapompe.net (COINCIDENCES?)

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COURSE RESOURCES

I RECOMMEND SUBSCRIBING TO:

LUERZER'S ARCHIVE

luerzersarchive.com

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





Adobe Express

IF YOU DON'T HAVE ANY ADOBE EXPERIENCE I RECOMMEND

www.adobe.com/express

FREE ONLINE SOFTWARE

<https://software.ufl.edu/adobe-offering/>

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TEAMUP

WE ARE GOING TO TEAM-UP IN GROUPS OF 2
(Portfolio you work individually)

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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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EVALUATION

STUDENTS WILL BE EVALUATED IN 3 DIFFERENT WAYS:

3 PROJECTS	80%
PARTICIPATION	10%
PORTFOLIO	10%





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

**FAILING MORE THAN THAT WITH NO JUSTIFICATION
WILL MEAN A 5% DECREASE IN THE FINAL GRADE
for each unexcused absence beyond your personal days.**

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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 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.**

SYLLABUS

LATE POLICY

**I KNOW WE ALL ARE LATE
FROM TIME TO TIME,
BUT YOUR BOSS
AND YOUR PARTNERS,
EXPECT YOU TO BE ON TIME
FOR YOUR JOB.**



**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

SYLLABUS 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 PROVIDE 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.

SYLLABUS 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

SYLLABUS

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



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.

**[HTTPS://SOFTWARE.UFL.EDU/ADOBE-OFFERING/](https://software.ufl.edu/adobe-offering/)
FOR MORE INFORMATION & ADOBE SPARK**

SEE YOU

Thx!

Next week...