

BRAND STORYTELLING CAMPAIGNS – RTV 4930/MMC 6936

COURSE INFO

Class: #25742/22313 | Section: FOW/3259

Meeting time: Mondays, Periods 7-9; 1:55 PM – 4:55 PM

Meeting place: WEIMER G215

Instructors: **Kim Fowler** | Office: 1011 Weimer | Phone: 352-273-4179 | k.fowler@ufl.edu

Office hours: Mondays, 12:00 PM-1:30 PM and Tuesdays 10:30 AM-11:30 AM

Or by appointment (please email me at k.fowler@ufl.edu to set up)

COURSE DESCRIPTION

In this course, students will get hands-on experience working with clients on brand storytelling needs. Our client this semester is the Department of Historic Preservation at the College of Design, Construction, and Planning. The department's challenge is multi-faceted, so we'll be covering multiple types of storytelling to facilitate their needs. Their main objective is to increase enrollment in their graduate program, with a secondary objective of creating content that shows the impact of their work across the state. The Historic Preservation Department here at UF is one of the few graduate programs in the Southeast, but few students understand what the program focuses on, what the required background is for students to enter the program, and what exactly their work entails. The main characteristic the department would like to highlight is the lasting impact their work has on communities, particularly communities in Florida.

With the increasing rise in ocean levels and destructive storms, coastal communities around the state are facing the ultimate challenge of resiliency and preparedness for the inevitable changes required of them. Newer building codes and higher elevation requirements have all helped newer construction to combat the devastating damages of wind and water that are a constant threat to our coastlines. Older, more historic buildings have the added pressure to retrofit changes to their structures to maintain the character, history, and community relevance that make these buildings so special. Many of the buildings that require this type of additional preservation have deep ties to the community. Losing these buildings would mean losing a piece of local history, often times impacting already marginalized and targeted communities. These buildings and their history have important stories to be told, and we will be focusing on doing just that.

Throughout the semester we will be working with client contacts in St. Augustine, FL and here in Gainesville. There is a chance we might also work with a team in St. Petersburg, FL, but that will depend on resources and time. You will be working together as a group to plan and execute visual storytelling projects, including conducting interviews, capturing footage, and editing pieces

together. Past production experience is not required, though some experience is preferred. I will work with students to prepare them and help them with using production equipment and editing software. We will dig into the history of the department, their specific challenges, and the specific projects we will be highlighting. We will be talking to current students to highlight their experience in the program and create short form content for social media and long form content for use on the web and for promotional purposes.

This is a unique opportunity to dive into real-world client work and see your work published and utilized for a client. We will also work at times with an advertising campaign class who is also working with this client, to provide a full-service brand offering to the client. There are not many courses that allow students to work with real-world clients while also working with fellow students in other disciplines, so this is a great opportunity to collaborate and learn, in an environment that emulates the real-world experience.

COURSE OBJECTIVES

The purpose of this class is for students to grow their knowledge of brand elements and implement creative visual storytelling elements in order to increase engagement and recognition for our client. We will analyzing current brand content for the client and also research projects the client has worked on. By the end of the course, students will be able to demonstrate and apply knowledge in the following areas:

- Understand and apply fundamental branding principles effectively in creating impactful branded visual content.
- Develop skills in constructing dynamic, targeted brand content using visual, audio and design elements.
- Evaluate branded content from similar organizations to determine unique opportunities to help our client stand out.
- Utilize visual communication principles and terminology proficiently in branding production.
- Design branded visual content strategically tailored to resonate with the intended audience that support underlying concepts, values, and messaging important to the client.
- Create an effective brand campaign with specific goals to increase audience engagement with the department and their partners.

COURSE SCHEDULE

Weeks 1 - 3	Client and project research
Weeks 4 - 5	Understanding target audiences
Weeks 6 - 7	Story concepting
Weeks 8 - 9	Pre-production planning and training
Weeks 10	Spring Break

Weeks 11 – 12	Creative and production execution
Week 13	Editing and feedback
Week 14	Final edits and packaging
Week 15	Client presentations

- Syllabus subject to change as needed. Students will be informed of any changes in a timely manner.

GRADING

Grades will be determined by a mix of assignments, participation, and project work. We will be covering a lot of important aspects in each class, so attendance is imperative for understanding the different concepts and elements that go into brand storytelling and content creation.

The breakdown of grades is as follows:

- Assignments 50%
- Participation 15%
- Final Project 35%

Please note, graduate students will have an additional assignment required to meet the standards of graduate level coursework. I will provide that assignment via Canvas.

The participation grade will be a mix of attendance, peer reviews, and participation in classroom activities. Being able to work effectively with other classmates is a vital skill that is necessary in the industry, and you will be expected to work with other students in the class as well as students, professors, and administration outside the classroom. Students are expected to handle themselves professionally and courteously when interacting with each other, the professor, and members of the student body, college staff, faculty, and administration.

UF'S GRADING SCALE

Final Percent Letter (%)

A	92.5-100%
A-	89.5-92.4%
B+	86.5-89.4%
B	82.5-86.4%
B-	79.5-82.4%
C+	76.5-79.4%
C	72.5-76.4%

C-	69.5-72.4%
D+	66.5-69.4%
D	62.5-66.4%
D-	59.5-62.4%
F	59.4% and below

COURSE COMMUNICATION

Communication is an important aspect of working in a professional setting, both in production houses and in advertising agencies or in client marketing teams. Students are encouraged to ask questions and offer observations in class. While it can be intimidating to share ideas and it can feel vulnerable to ask questions, this is a safe place for students to learn – both from your instructor *and* each other. Additionally, your input is important! It not only helps guide our discussions, but it also makes our class more interesting. Communicating in group settings will help prepare you for future work situations where conversations are used to help solve challenges. Importantly, communication in class, in group-work, and via emails or in peer evaluations should always be respectful and purposeful.

Students are encouraged to reach out to the instructor if there are any concerns, questions, or conversations that need to be had outside the classroom. The best way to reach the instructor outside of class meeting times is via email or during office hours. If you cannot meet during office hours, please do not hesitate to request a time to meet at a different time. Please email via [Canvas](#) or UF email.

COURSE POLICIES

ATTENDANCE

Attendance is mandatory as we only meet once per week. There will be weeks we may meet online, and I will be sure to inform you of those dates. Please plan to attend all meetings as we will work on projects inside and outside of class time and it will be very difficult to catch up on missed classes. If you are not able to attend a class meeting, please notify the instructor before class via Canvas or Email and refer to the UF attendance [policy on excused absences](#). Failure to attend class will affect your participation grade.

COMPUTER AND SOFTWARE

Weekly meetings will take place in person in the Room G215 on the ground floor of Weimer Hall. If you have a laptop, please bring to class as there will be times we will be working interactively during class. It is strongly recommended that students have Adobe Creative Cloud, Premier Pro in particular, as well as a hard drive to store footage. Please let me know if you are unable to obtain

one and I will assist in providing one to you. Students will have access to the Mac editing lab as well but availability is limited if classes are utilizing those spaces.

TEXTBOOK AND READING MATERIALS

There is no required textbook for this course. Any reading materials will be provided via Canvas.

UF POLICIES

ACADEMIC HONESTY

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the [UF Student Honor Code](#)

University Policy on Plagiarism

Plagiarism Definition - A student shall not represent as the student's own work all or any portion of the work of another.

Plagiarism includes but is not limited to:

- Quoting oral or written materials including but not limited to those found on the internet, whether published or unpublished, without proper attribution.
- Submitting a document or assignment which in whole or in part is identical or substantially identical to a document or assignment not authorized by the student.
- Unauthorized use of materials or resources.
- Prohibited collaboration or consultation.
- Submission of paper or academic work purchased or obtained for an outside source.

Students should be familiar with and understand UF's Plagiarism Policy as found in the [UF Student Honor Code](#).

EVALUATIONS

As instructors, we appreciate your feedback on this course. Respectful and purposeful feedback is encouraged and can be provided online through [online course evaluations](#). 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 [online](#). Summaries of [course evaluation results](#) are available to students.

ACCOMMODATING STUDENTS WITH DISABILITIES

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the [Disability Resource Center](#). It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

STUDENT RECORDING OF 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.”

STUDENT RESOURCES

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. Students will be required to use various databases found in the library and used by industry professionals, such as, AdSpender, Census Bureau, Demographics Now, Hoovers, IBISWorld, MarketResearchi.com, Mintel, Simmons, Simply Analytics, Statista, etc.

Teaching Center: Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420.

Student Complaints On-Campus: Visit the Student Honor Code and Student Conduct Code webpage for more information.

HEALTH AND WELLNESS RESOURCES

U Matter, We Care: If you or a friend is in distress, please contact umatter@ufl.edu or 352-392-1575, or visit [UMatter, We Care](https://umatter.ufl.edu) website to refer or report a concern and a team member will reach out to the student in distress so that a team member can reach out to the student.

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.

University of Police Department: 352-392-1111 or 9-1-1 for emergencies.

Sexual Assault Recovery Services (SARS): Student Health Care Center, 392-1161 University Police Department at 392-1111 (or 9-1-1 for emergencies), or police.ufl.edu.