

FALL 2025

ADV 4950 SECTION 133, CLASS 21598

WED. 11:45A - 2:45P — TUR 2349

ADVERTISING PORTFOLIO II

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NOTE: THE BEST WAY TO CONTACT ME IS VIA CANVAS

COURSE DESCRIPTION

A hands-on, experiential advertising course focused on creating big ideas beyond traditional media or single executions. Students work on integrated, experiential, retail, and e-commerce campaigns, aiming to develop portfolio-worthy work suitable for large agencies and competitions.

In this class you will create work to enter in advertising student competitions. This class is not a traditional lecture course, but rather a course for doers and thinkers. You will see great ads and create compelling work, learn how to sell your ideas both internally to creative directors and agency account teams, as well as to clients.

Iteration is an essential part of the creative process. And, unlike math, there is no right answer to creative work. This class will teach you how to create, revise and refine your work until you are confident and ready to convince others that your ideas is the way to go. It is for people who never give up and who are ready to give it all for the best ideas.

By the end of the semester, you'll have a portfolio that doesn't just show your work—it tells your story and stands out in a crowded creative field. Think of it as equal parts experimentation, craft, and self-discovery, all aimed at getting you ready for what's next.

CO/PREREQUISITES

ADV 4101 Copywriting and Visualization

COURSE OBJECTIVES

In this course you will:

- Learn about how to create big ideas beyond traditional media or single executions.
- Generate and develop work that is strategic, memorable and persuasive.
- Find & identify insights and learn how to work with them.
- Practice writing creative briefs and follow them when developing non-traditional campaigns.
- Create your own non-traditional portfolio pieces.
- Learn about how non-traditional media in advertising works and is most effective.
- Enhance your ability to generate ideas in one-on-ones.
- Develop non-traditional campaigns that center around a big idea.
- Develop criteria for what is good work in the non-traditional space.

REQUIRED MATERIALS & SOFTWARE

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

Required Software: Access to Adobe InDesign, Illustrator and Photoshop (Adobe offers Creative Cloud at a discounted price). To get started, visit: <http://helpdesk.ufl.edu/software-services/adobe>.

Open Labs on Campus: All computers in the Architecture, Marston, CSE, HUB, Norman, and Weil computer labs are equipped with this software. With previous approval, you may request access to the UF CJC Computer lab in the INC in room WEIM 3324

TEXTBOOK & RESOURCES

Any recommended reading or reference materials will be uploaded to Canvas.

Staying up to date with trends in advertising and design is a must. You should stay curious and seek out award winning ads and other sources of inspiration. You can find some resources below.

Magazines and links:

- Communication Arts magazine (If you're serious about advertising design, get a subscription. They have student rates of \$39 per year. Visit their website at www.commarts.com/advertising.
- www.oneclub.org/awards/theoneshow/-archive/awards/2025/all/all/select
- www.printmag.com
- www.luerzersarchive.com
- www.eyemagazine.com
- www.adage.com
- www.adforum.com/creative-work
- www.oneclub.org
- www.behance.net
- www.adcawards.org
- www.adceurope.org
- www.adsoftheworld.com
- www.lovetheworkmore.com
- www.joelapompe.net

COURSE PLAN

PROJECTS

You will complete 4 projects over the course of the semester. You will work with a partner for each of these projects. These projects will be broken down as follows:

1. **Non-Traditional, Ambient, Out-of-Home Campaign (3 wks)**
2. **Retail, Shopper, Commerce Campaign (3 wks)**
3. **Experiential, Brand Experience Campaign (4 wks)**
4. **Integrated Campaign (4 wks)**

Across each project completed in this class, your work will be evaluated for:

Grit: Are you developing many new and different ideas over several days and weeks to increase your chances of finding a truly creative idea?

Concept: Is your idea fresh? Extendible? Effective? Is your concept immediately clear and apparent without explanation? Does the work clearly communicate a main message? Use an interesting tool or device to communicate.

Craft: Are the elements of the campaign executed with a high level of attention to detail. Are your visuals appropriate?

Campaign Coherence: Do the layout and copy work well together? Do the design and copy fit your target audience and the product? Are all elements in the campaign strategically, conceptually, and visually in sync?

Originality: Can this idea be a Big Award Contender?

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? Was there a story or flow to your presentation that keeps the audience engaged?

Effective Writing: 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.

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.

CRITIQUES

Critiques aren't meant to hurt you; they're to help you learn. Let's establish collaborative relationships, critique and guide one another. Your work will be better for it! Keep in mind... The people who do the best work solicit criticism and make their work better because 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.

EVALUATION / GRADING

Course grades will be split between class participation and your creative work across multiple projects. I will also consider attitude, behavior and effort as part of your grade. You will be expected to treat your time in the classroom like you would in a job setting. Be professional.

Class participation is required and involves being engaged with the class, having questions and answers when required, providing feedback when it is required, defending your ideas, presenting your work, judging other's work and challenging the ideas presented by other teams.

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

Projects (4 total) 85%

- Project 1 = 175 points
- Project 2 = 175 points
- Project 3 = 225 points
- Project 4 = 225 points

Case Studies 5%

- Total of 100 points

**In Class Activities
& Peer Evaluation 10%**

- Total of 100 points

LETTER GRADE	POINTS
A	940 – 1000
A-	900 – 939
B+	870 – 899
B	830 – 869
B-	800 – 829
C+	770 – 799
C	730 – 769
C-	700 – 729
D+	670 – 699
D	630 – 669
D-	600 – 629
E	000 – 599

FEEDBACK & PEER EVALUATIONS

During the semester every student will evaluate their peers in terms of the way they do or not complete their work and collaborate with their team members. Everyone is expected to pull their weight. An essential part of working with a partner or in a team is communication. If something is going on that is affecting your work, make sure to communicate with your teammate(s) and/or instructor.

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. Also, if you leave early without letting me know, I reserve the right to mark you absent.

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.ua.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.bluer.com/ufl/>. Summaries of course, evaluation results are available to students at <https://gatorevals.ua.ufl.edu/public-results/>."

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

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the

instructor when requesting accommodation. Students with disabilities 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.