

ADV 4950 SECTION MGC2

SPRING 2026

PORTFOLIO II

SYLLABUS

ADV 4950 SECTION MGC2

PORTFOLIO II

SPRING2026

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 marks the end of the journey.

The main goal is to participate in two advertising competition awards and help you develop bulletproof ideas for strong portfolios.

The professor will review all your portfolios and competition ideas to identify areas for improvement.

The work will be highly personalized and include several one-on-one sessions.

Be prepared to do (and redo) your work as part of the creative process.

✓ **PORTFOLIO II**

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 II**

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.

SYLLABUS

COURSE DESCRIPTION

Please keep in mind that this course is about improving ideas... and ideas are not mathematics. You should be open to criticism, willing to listen to different points of view, ready to be open-minded, to reconsider, to persist if you believe in your idea, to persuade those who think differently, and to interact actively with your peers and Instructor.



LET'S DO SOME TEAM WORK AND CONSTRUCT TOGETHER

SYLLABUS

PROJECTS: YOU WILL COMPLETE 3 PROJECTS OVER THE COURSE OF THE SEMESTER

COMPETITION #1

AMBIENT, OOH CAMPAIGN

Due February 10th - Four weeks

1st MEETING: SELECT THE CREATIVE BRIEF & RESEARCH PAST WINNERS

2nd MEETING: REVIEW FIRST IDEAS/CONCEPTS

3rd MEETING: SEE HOW CAMPAIGN IS EVOLVING

4th MEETING: FINAL PRESENTATION... ALL IN!

COMPETITION #2

EXPERIENTIAL CAMPAIGN

Due March 10th - Four weeks

• 1st MEETING: SELECT THE CREATIVE BRIEF & RESEARCH PAST WINNERS

• 2nd MEETING: REVIEW FIRST IDEAS/CONCEPTS

• 3rd MEETING: SEE HOW CAMPAIGN IS EVOLVING

• 4th MEETING: FINAL PRESENTATION... ALL IN!

SYLLABUS

PROJECTS: YOU WILL COMPLETE 3 PROJECTS OVER THE COURSE OF THE SEMESTER

COMPETITION #3

INTEGRATED CAMPAIGN

Due April 14th - Four weeks

- **1st MEETING: SELECT THE CREATIVE BRIEF & RESEARCH PAST WINNERS**
- **2nd MEETING: REVIEW FIRST IDEAS/CONCEPTS**
- **3rd MEETING: SEE HOW CAMPAIGN IS EVOLVING**
- **4th MEETING: FINAL PRESENTATION... ALL IN!**

REVIEW PORTFOLIO

Due April 21st - Last Class

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

- **Q&A, NETWORKING, GATOREVAL, ETC.**

SYLLABUS

PLAN

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 toCcommunicate.**

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 presentationthat 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 andpresentations carefully.

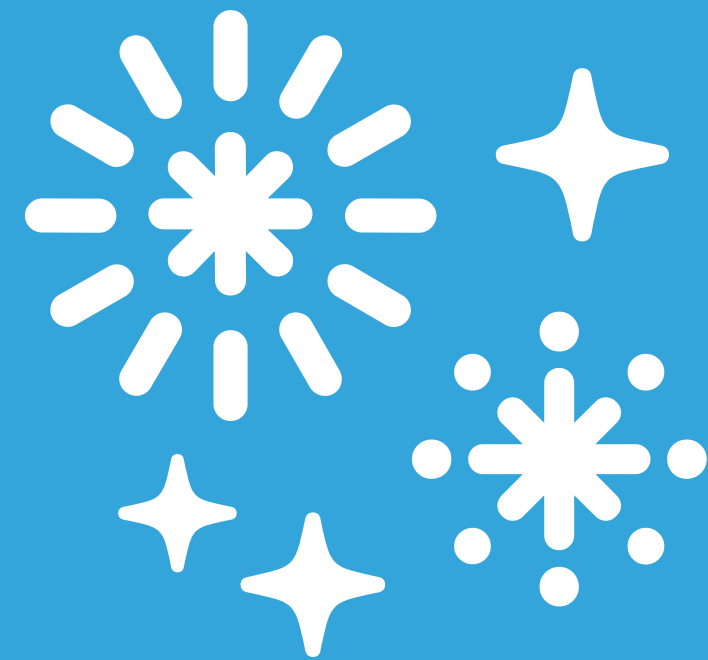
PROFESSIONAL EXECUTION

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...) But the key is to develop professional work.

SYLLABUS

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.

NO REQUIRED TEXTBOOK

This is an experiential learning course that builds upon what you have learned in Copy&Viz and Portfolio I. All course materials will be shared via canvas.

PROJECTS

1st Competition

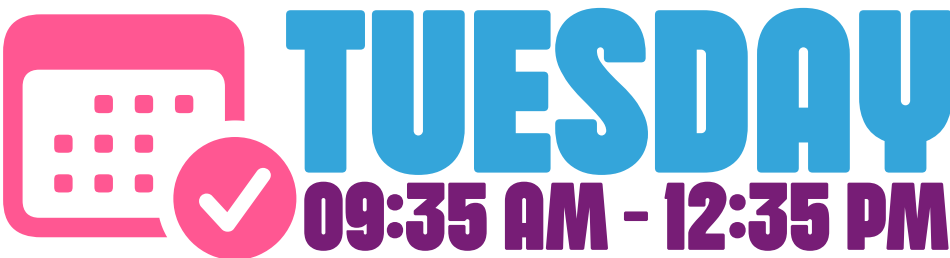
2nd Competition

3rd Competition

Final Portfolio & Review

SYLLABUS

COURSE CALENDAR



JANUARY 2026						
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 2026						
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

MARCH 2026						
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				

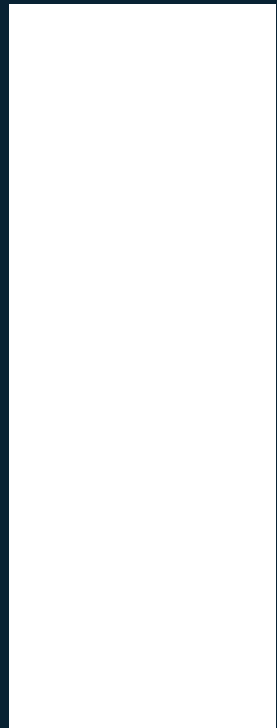
APRIL 2026						
SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

SYLLABUS

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:



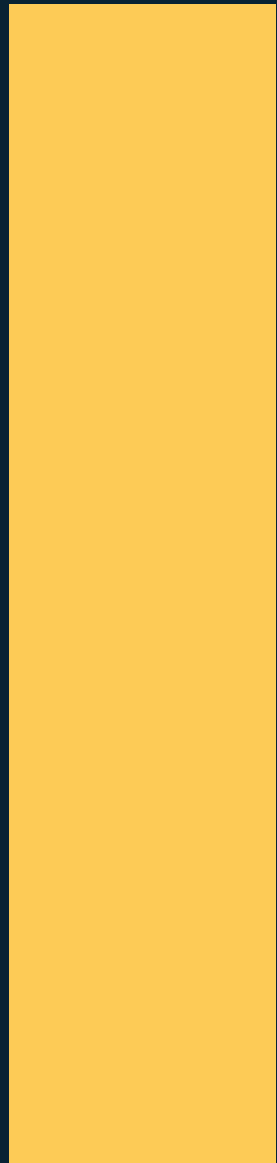
oneshow.org

<https://www.oneclub.org/awards/youngones/-archive/awards/2025/all/all/select>

dandad.org

<https://www.dandad.org/work/new-blood-archive>

.....



adsoftheworld.com (INSPIRATION)

awwwards.com (WEB)

adlatina.com (HISPANIC ADVERTISING)

wersm.com (SOCIAL MEDIA)

digitalbuzzblog.com (DIGITAL)

joelapompe.net (COINCIDENCES?)

SYLLABUS

COURSE RESOURCES

I RECOMMEND SUBSCRIBING TO:

LUERZER'S ARCHIVE

luerzersarchive.com

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





IMPORTANT

**A COMPUTER OR LAPTOP
(NOT A TABLET)
AND ACCESS TO THE ADOBE CREATIVE SUITE
ARE RECOMMENDED FOR THIS CLASS.**

**At least one member of each team
should have access to the software.**

MacBook Pro



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/>

SYLLABUS

TEAMUP

WE ARE GOING TO TEAM-UP IN GROUPS OF 2 or 3
(Portfolio you work individually)

SYLLABUS

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.**

SYLLABUS

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.**

SYLLABUS

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



SYLLABUS

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.**

SYLLABUS

CAMERA



please please please...
LEAVE THE CAMERA CONNECTED
WHILE WE ARE IN CLASS

SYLLABUS CREATIVE THINKING

CREATIVITY IS A PROCESS AND FEEDBACK IS THE FUEL.

YOUR FEEDBACK IN THIS CLASS IS VALUABLE.

**IN THIS CLASS, WE'LL LEARN HOW TO CREATE WITH INTENTION, SHARE OUR IDEAS OPENLY,
AND USE FEEDBACK TO GROW. GOOD DESIGN DOESN'T HAPPEN IN ISOLATION,
IT EVOLVES THROUGH CRITIQUE, COLLABORATION, AND CURIOSITY.**

- ✓ **SHARE YOUR THOUGHTS ABOUT YOUR CLASSMATES WORK RESPECTFULLY**
- ✓ **BE OPEN TO RECEIVING FEEDBACK**
- ✓ **APPRECIATE THE OPPORTUNITY THAT WE HAVE TO LEARN FROM EACH OTHER**
- ✓ **VALUE EACH OTHER'S OPINIONS AND COMMUNICATE IN A RESPECTFUL MANNER**
- ✓ **KEEP DISCUSSIONS PROFESSIONAL**

SYLLABUS

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.

SYLLABUS

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 \$65 FOR THE SEMESTER OR \$120 FOR THE YEAR.

[HTTPS://SOFTWARE.UFL.EDU/ADOBE-OFFERING/](https://software.ufl.edu/adobe-offering/)



SEE YOU

Thx!

Next week...