

tentative

advanced advertising creative

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office hours: M 4th, T 7th, Th 3-4, or by appt.

objective

- to create deliverables for Fox/Sunsports.
- to hone creative skills
- to prepare a professional pitch for a client

this course is meant to be fun and work more like a studio portfolio class than a typical lecture course.

there is no textbook for this course.

evaluation

peer evaluation	30%
rough drafts	20%
final presentation	20%
deliverables to client (final project)	20%
attendance (at meetings/class)	10%

attitude, effort, being late, etc. can either increase or decrease your grade. keep in mind the client's impression of your work will weigh heavily on your final grade. you must attend meetings with the client (unless excused ahead of time by me).

grade scale

- A+ 97-100 Your work was consistently the best in the class.
- A 93-96 Outstanding work. Unexpected, well crafted, on time.
- A- 90-92 Very good work. Not exactly the most creative idea though. Well-crafted and on time.
- B+ 87-89 Very good. Well-crafted and on time. Maybe a minor flaw. Not a totally creative idea.
- B 83-86 Good work. Seldom unique, but well-crafted and on time.
- B- 80-82 OK work. Not unique. Many problems but some promise.
- C+ 77-79 Expected executions; craftsmanship problems; other flaws
- C 73-76 Expected executions; lapses in craftsmanship, flawed
- C- 70-72 Expected executions; lapses in craftsmanship and major flaws
- D+ 67-69 Major flaws, with some redeeming characteristic. On time.
- D 63-66 Little effort. No idea. Poor writing. Messy. On time.
- D- 60-62 Little effort. No idea. Poor writing. Messy. On time.
- F 0-59 No effort. Late. Didn't follow assignment or instructions.

additional information of the UF grading policy may be found at:
<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

tentative deliverables

you are going to spend more time working on the project outside the classroom so it is EXTREMELY important that you understand the processes and deliverables that you should submit on time. missing deadlines is not acceptable! if you miss a deadline in the industry, you're out.

- 3 TV spots (:30 or :15)
- Outdoor: 2 out of home (billboard, transit, etc)
- 1 online ads (banner, tower, etc.)
- 1 radio spot (:30)
- 1 nontraditional ideas
- 2 promotional ideas
- at least 1 idea/suggestion for the best use of social media

peer evaluation

at mid-term and the end of the semester, you will be evaluated by your teammates using the following items: commitment to the project, effort in accomplishing tasks, ideas and contributions, attitude, friendliness, and respectfulness of others, and overall contribution

rough drafts

at several points during the semester, I will ask for rough drafts (checkpoints) of your work, which you will bring to your team's meeting with me. these drafts must be complete and not just "here's the general idea." if it looks like you threw it together at the last minute, you will not receive credit for it. the rough drafts of individual pieces is graded pass/fail. the final project and presentation

attendance/team meetings

you must attend class when it is formally held. most of the semester will be team meetings with me, which you also must attend. missing a meeting for an unexcused reason (so you need a doctor's note, funeral notice, etc. to be excused) results in loss of 1/2 letter grade you are required to attend all team meetings. keep in mind these meetings will be weekly at the same time so don't blow them off and schedule something else during that time. sometimes students think these are optional because of the laid back nature of the class. they're not.

requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

final project

you will prepare polished, professional deliverables for the client using your creative concept. this will be done as a "book" just like in advertising campaigns.. a more detailed specification will be handed out in class during the first two weeks.

final presentation

you will be making a professional presentation to the client. this presentation will take place toward the end of the semester (either March or April). you will have a dress rehearsal with me to help you improve your presentation skills. we will talk about presenting creative at a later date.

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."

TENTATIVE SCHEDULE!!!

week	what we're doing/what's due
January 6	client briefing. "speed-teaming" begin working on concepts & slogans
January 13	team meeting. 2 creative concepts and slogans due
January 20	NO CLASS OR MEETINGS. continue working on creative concepts and slogans with your brainstorming team
January 27	6 slogans and accompanying creative concepts are due for team meeting. Final slogan and creative concept decided
February 3	2 outdoor and 1 radio roughs due at meeting.
February 10	3 TV spot roughs due at meeting.

- February 17 1 online ad and ideas/suggestion for the best use of social media due this week at meeting. updated TV spots also due
- February 24 1 nontraditional ideas and 2 promo ideas due this week at team meeting. Work on final ads so you can enjoy Spring Break
- March 3 SPRING BREAK
- March 10 Finalized ads in your rough book due on Wednesday AT noon IN MY OFFICE. ****NO team meetings this week****
- March 17 Practice (mock) client presentation. Will get critiques and feedback. Finalize your book for the client. Will need 3 copies.
- week of March 24 Present to client***(subject to change)

Remainder of semester will be played by ear.

The idea is that we'll get to go and produce some of the work!

student evaluations

students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.