



# copy & viz

**adv 4101 • summer 2015**

instructor: dr. goodman

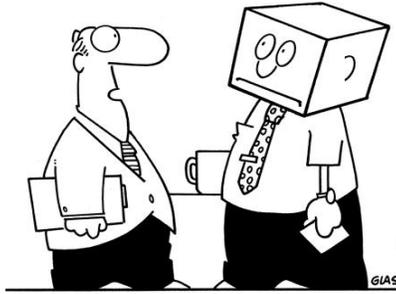
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or by appointment



**“Curiosity about life in all of its aspects, I think,  
is still the secret of great creative people.”**

**“Thinking outside of the box is difficult  
for some people. Keep trying.”**

### Contacting the professor

The best way to contact me is via email. I check that a lot. However, I rarely check email outside of business hours, so don't expect replies on weekends or evenings. I don't check my voicemail often and can't check it when I'm working away from the office, so if you need a response from me, email me instead. That is your best guarantee of a response!

### Prerequisite

3JM-ADV, Minimum grades of C or better in MMC 2100, ADV 3000, MAR 3023 and ADV 3203.  
Coreq: ADV 3501.

### Course Description

Application of creative strategy for print, electronic, digital, social, and other media. Required preparation of advertisements, including rough layouts and storyboards. Plus development of your aesthetic sophistication, so you'll know not only how to make an effective ad, but an effective ad that people will enjoy seeing/hearing. That means that I'll be pushing the limits of your creativity and challenging you to enlighten, entertain, enrage, and engage us with your work.

### Objectives:

- To apply creative strategy to an advertising problem.
- To practice writing creative briefs and following them for campaign work.
- To learn how to come up with creative concepts and apply them.
- To learn how to create strategic, memorable, persuasive messages for a variety of media.
- To enhance ability to generate ideas individually and as part of a creative team.
- To develop/improve creative presentation skills.
- To practice and enhance essential design principles and layout skills.
- To learn additional basics of computer graphics and layout applications.
- To learn how to create advertisements for multicultural and/or international audiences.
- To constructively evaluate your own work and the work of others.
- To explore and learn more about emerging technologies in advertising, as well as create ads for these technologies.
- To learn how to self-brand for the job market.

### Required materials

**IMPORTANT!** By the second class, you need to have the following items:

Jump drive; Fat, black magic marker; Magazines; One pad unlined paper that is 11x14 (NOT 8.5x11). You'll be buying new paper if you don't buy the right size.

### Textbooks

Required: access to InDesign and Photoshop (Adobe offers Creative Cloud for \$20 a month)

Recommended: *Advertising: Concept and Copy 3rd edition (or later)*/G. Felton

**Suggested Readings:** *How, One Show Awards* books, *Communication Arts* magazine (If you're serious about design, get a subscription. They have student rates of \$39 per year. Call 1.800.258.9111 or visit their website at [www.commarts.com](http://www.commarts.com)).

- *The Advertising Concept Book* by Barry
- *Made to Stick* by Heath and Heath
- The Pitch on AMC (can download old shows via itunes)

## Evaluation

The major campaign you turn in at the end of the term will serve as your final. It will represent the culmination of everything you've learned this semester. Expect to spend many hours outside class working on it. Your class grade will be derived from your performance on the following projects:

1. Two scheduled quizzes (50 points each)	100
2. Creative tools quiz	10
3. Homework/exercises/critiques	33*
4. Practice Creative	75
5. Brand You campaign presentation	50
6. Portfolio	
Brand You campaign	50
Major campaign	300

**Quizzes.** You will take two scheduled major quizzes over class lectures and materials. Computer programs (InDesign, Photoshop) will not be on exams or quizzes. Exams and quizzes include short answer and T/F. NO MULTIPLE CHOICE.

**Homework/exercises.** You receive credit for on-time class participation. Throughout the semester, you will be required do homework, make presentations, and create initial concepts. You will lose 10 points if you come to class unprepared. I will make note of anyone who looks like they threw their work together at the last minute as well. You may not give me your ad to present in lab ahead of time; you must be physically present to present ads in lab. Furthermore, ***missing a lab for an unexcused reason will not only lose you attendance points, but you will also lose 10 points for not being in class and prepared.*** Points per assignment, as indicated in syllabus schedule. \*These points may increase or decrease over the semester depending on our time management in class.

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>

**“I’m not really an ad man. I’m just a guy who likes to write about cool things.”**





**“There is no such thing as a Mass Mind. The Mass Audience is made up of individuals. When advertising is aimed at millions, it rarely moves anyone.”**

**Critiques.** You will also receive credit for your critiques of your classmates’ work in class. I will award these points on the spot in class: 1 point for each helpful comment. 3 pts total. We will also vote for our Top 3 favorites when we present. Winners earn 5 pts extra credit.

**Practice creative.** These are pieces that you will create in and out of class, on deadline, putting into practice the lessons of the week. **EVERY ONE OF THESE PRACTICE CREATIVES WILL BE DONE USING THE SAME PRODUCT, WHICH I LOVINGLY CALL “YOUR FUN PRODUCT.”** Therefore, choose your “fun product” wisely, so you won’t be bored or run out of ideas. You will develop your major campaign from this initial work. See schedule for how many points each one is worth.

**Brand You Presentation.** You will make a professional-quality, 10 minute presentation of your finished Brand You campaign before the class. I will provide the presentation order and an outline of the presentation format later in the semester.

**Projects.** Your projects consists of two “campaigns.” The first campaign will be Brand You. The second campaign is your major campaign, which will be for a “fun” product of your choice. You may choose a product that fits into one of the categories below or another category expressly approved by me. For example, you could choose to do a campaign Breck shampoo (category 1) or the Windex (category 4). **NO CAMPAIGN** may be targeted to 18-24 year old college students. Remember that most of the world does not fall into this category, so you need to expand your horizons. **NO ADS FOR LOCAL OR REGIONAL BUSINESSES. NO ADS FOR RESTAURANTS.**

Product categories:

1. Any kind of toiletry (shampoo, toothpaste, etc.) Avoid perfume.
2. Any over-the-counter medication
3. Any kind of car
4. Any kind of household product
5. Airlines or other kinds of services
6. Any kind of packaged food item (gum, cereal, etc.)
7. Cosmetics
8. Beverages
9. Electronics
10. Other ideas that are approved by your instructor.

YOU MAY NOT DO A CAMPAIGN FOR: condoms, water pipes, hangover medicines, etc. Use common sense!

Your projects this semester constitute 2 campaigns.

**Brand You campaign (campaign 1)** consists of an about me statement (see SAKAI), personal logo, and the website itself. Ultimately you will use this site to upload portfolio items. 50 pts.

**Major Campaign** consists of a creative brief, two print executions, one outdoor ad (billboard, transit, etc.), one TV spot, one social media idea, and one nontraditional type of execution (the nontraditional cannot be another social media idea). 300 pts

**You WILL work with a partner or two to develop your major campaign. (There is no exception to this. In the real world, you work in teams, not alone).** No excuses if a partner(s) fails to turn in the project or do his/her share of the work. The team will turn in one campaign and make it clear who you worked with. You will also give your teammate a letter grade for their contribution and justify the grade in writing. I will take these into consideration when assigning final grades to the portfolio.

### Concepts will be graded on:

**Research.** Do you have the requisite knowledge to speak credibly about the products and services you have chosen? Have you learned about the target market, what motivates them, and what doesn't?

**Strategy.** Do you have a good plan for positioning your product in the marketplace? How will you use media to get your message across? Should you use alternative media?

**Concept.** Is your idea fresh? Extendible? Effective? Appropriate for a campaign or a stand-alone ad?

**Craft.** Is your layout well-designed? Is your body copy tight, memorable, and evocative? Do the layout and copy work well together? Is the material presentation of your work attractive? Does the typography work? Does your design and copy fit your target audience and the product? Is/are your visuals appropriate and arresting?

**Presentation.** Were you professional, enthusiastic, thorough, clear, and compelling?

**Originality.** Do I want to run down the hall and show your work to every person I see? Can you create a unique, interesting way of looking at the product or service, so that people actually want to hear what you have to say about it?

### Grade Scale

A+	97-100	Your work was consistently the best in the class. (In reality UF does not allow A+ grades)
A	95-96.9	Outstanding work. Unexpected, well crafted, on time.
A-	90-94.9	Very good work. Not exactly the most creative idea though. Well-crafted and on time.
B+	87-89.9	Very good. Well-crafted and on time. Maybe a minor flaw. Not a totally creative idea.
B	83-86.9	Good work. Seldom unique, but well-crafted and on time.
B-	80-82.9	OK work. Not unique. Many problems but some promise.
C+	77-79.9	Expected executions; craftsmanship problems; other flaws
C	73-76.9	Expected executions; lapses in craftsmanship, flawed
C-	70-72.9	Expected executions; lapses in craftsmanship and major flaws
D+	66-69.9	Major flaws, with some redeeming characteristic. On time.
D	63-65.9	Little effort. No idea. Poor writing. Messy. On time.
D-	60-62.9	Little effort. No idea. Poor writing. Messy. On time.
F	0-59.9	No effort. Late. Didn't follow assignment or instructions.

**Re-do Did not follow assignment so must re-do. Due the following week.**

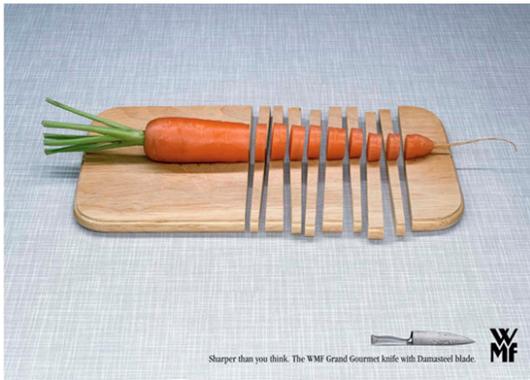
**For more information on UF grading policies, see: <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>**

### Other grading factors

I will also take into account attitude, behavior, effort, and the like in your final grade, which may result in a higher or lower grade. So if I see that you're texting, using Facebook, etc. in class or similar behavior, that will reflect in your final grade. If you are constantly late, it will be reflected in your grade.

**“Images call on the emotion rather than the intellect.”**





**A copywriter, like a lawyer, builds cases for clients by selecting truths that are positive and omitting truths that aren't."**

## Absences

There is a high correlation between regular class attendance and the best grades. I will reduce your final grade 10% for each unexcused absence. We only meet three times a week so come to class. Each class is equivalent to 1 week of a long semester so don't miss!

I will consider excusing a student in an extreme case, which is at my discretion. DO NOT SCHEDULE DOCTOR'S APPOINTMENTS, JOB INTERVIEWS, OR PERSONAL TRAVEL (including weddings, family reunions, etc) DURING THESE 6 WEEKS! We don't meet on Fridays or Mondays so weekend events should not be an issue.

Additional information is available at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

If you leave class before it ends without my OK, you may be counted as unexcused. If you text, play on the computer, etc. during critiques, you will be deducted 10 points from your participation score.

If you miss class/lab, you will not receive credit for work missed and no makeups will be offered. I **will not** review material that has already been covered in class. If you choose to miss class, it is your responsibility to acquire missed handouts, notes, and/or explanations of missed material from your classmates. Also, I will not go over the computers again even if you have an excused absence.

**Makeup work** for excused absences will be due the **next class or lab period**. Turn it in the minute you walk in the door; I will not ask for it. Make sure this work is clearly marked "Makeup" at the top center of the page or email it to me with with Makeup in the subject line if it's an electronic assignment. Also if you missed class and it was an excused absence, it is your responsibility to ask for any assignments, handouts, etc. in the following class period. If you are absent, I will not review material that has already been covered in class. If you miss class, it is your responsibility to acquire missed handouts, notes, and/or explanations of missed material from your classmates.

## Late Policy

I know we all are late from time to time, but now is the time to get used to getting to meetings (class) on time. You will have 10 points deducted from your attendance points for *each* time you're late after one late class periods. If you come to class more than 20 minutes late, you will not be counted as having attended class that day.

## Other expectations

I expect you to turn off your cell phone in class and not to work on the computers (or be on your phone) when I am or others are talking. These actions will negatively affect your final grade.

## Execution

Usually, thumbnails or rough marker comps—just enough to convey the idea—accompanied by copy by due date for roughs. Final layouts should all be done on the computer, preferably in InDesign. No restrictions on medium or color—whatever works. You have learned how to use computers for layout, but in the first few weeks, the computer is a hindrance to good idea generation. I'd rather you use your time to develop great concepts, not computer layouts. Writing assignments and scripts must be typed (the proper format will be provided). Handwritten scripts will receive an E.

You are ultimately entering the field of communication. Therefore, spelling and grammar do count. You will be penalized 10 points for every misspelled word (including mixing up homonyms such as it's and its) and 5 points for every grammar/punctuation error. These points will be doubled on the final portfolio.

**Always make a backup copy of your work—lost originals are not an acceptable excuse for missed deadlines. Why? Because in the field you're going into, a client won't accept that as an excuse.**

## Think you're not creative?

For many of you, the idea of “being creative” may be uncomfortable. However, while some people may be more creatively gifted than others, anyone can develop their creativity to a greater degree. You WILL NOT fail this course if you try to do a good job. Let's establish collaborative relationships—critique and guide one another. Your work will be better for it.

Critiques aren't meant to hurt you; they're to help you learn. The people who do the best work solicit criticism and make their work better as a result 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 EVERY PIECE OF WORK YOU DO IN THIS CLASS. It may come from me or from peers. Welcome it. It's necessary for your creative growth.

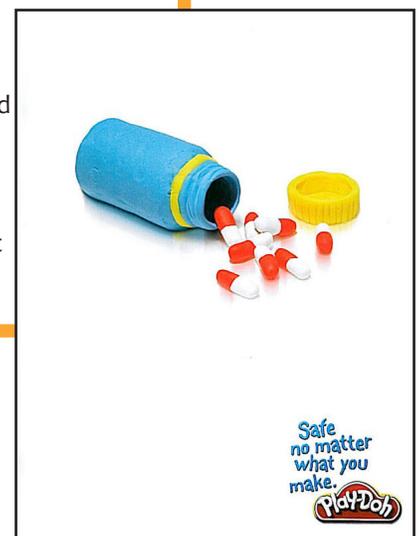
## Students with disabilities

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. If your disability requires special testing arrangements (e.g., extra time, quiet environment), you will be taking your exams at the disability office and not in the building. You will also need to keep track of the appropriate paperwork for this.

## The Honor Code

UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor 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.” The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honorcode/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that

**“Advertisers are an uninvited guest in the living room of a prospect who has the magical power to make you disappear instantly.”**





“Just because your ad looks good is no insurance that it will get looked at. How many people do you know who are impeccably groomed...but dull?”

facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.”

### FAQs

1. Q: “I have no desire to pursue a creative career. Why do I have to take this course?”

A: No matter what avenue of advertising you ultimately pursue, you will need the creative thinking skills you develop in this class. You will need to understand how advertising is “constructed” and what differentiates good creative from bad. Finally, you may discover a talent for creative that you did not know you had. Frequently, students decide on creative careers as a result of taking this class.

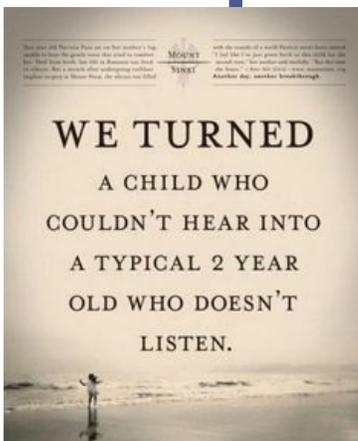
2. Q: “Isn’t creative totally subjective?”

A: No, not totally. Good writing is good writing. You either grab attention, or you don’t. Your design either uses/maximizes design principles or not. Your campaign is either cohesive or not. However, ultimately I am the one that judges just how creative your idea is. Remember, I’ve been doing this for a long time and have seen tons of ads. I also tend to see the same ad ideas over and over for similar products. These ideas may be “solid” but aren’t creative.

Class schedule follows on next page.

Syllabus is subject to change with instructor notification either verbal or written. There may be extra credit opportunities related to research studies.

**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/>.**



“There is no such thing as long copy. There is only too-long copy. And that can be two words, if they’re not the right two words.”

date	to do
<p><b>Week 1</b> Tues., May 12 The italicized chapters are for those who bought books and want to follow along.</p>	<ul style="list-style-type: none"> <li>• Go over syllabus. Fill out information sheets.</li> <li>• Begin Creativity, strategy &amp; brainstorming lecture.</li> </ul> <p><i>Chps. 1-6, 13, Robin Landa piece on Canvas.</i></p> <p><b>For Tuesday's class: Present ad for you (5 pts).</b></p>
<p>Wed., May 13</p>	<ul style="list-style-type: none"> <li>• Creativity, strategy &amp; brainstorming lecture cont.</li> <li>• Discuss Wix and identity system design, Brand you lecture</li> <li>• Speed teaming</li> <li>• <b>Present ad for you (5 pts)</b></li> </ul> <p><b>Due at beginning of class: Ad for you</b></p>
<p>Thurs., May 14</p>	<ul style="list-style-type: none"> <li>• Creativity, strategy &amp; brainstorming lecture, cont.</li> <li>• May begin copywriting lecture if time</li> <li>• <b>Team declares fun product</b></li> <li>• <b>Watch Creative Tools lecture online and do online quiz (10 pts)--due Thursday, May 14. Quiz is to be uploaded to Canvas.</b></li> </ul> <p><i>Read Chps. 7-9, 14-20 for next week.</i></p>
<p><b>Week 2</b> Tues., May 19</p>	<ul style="list-style-type: none"> <li>• Copywriting lecture</li> </ul> <p><b>Due today: 20 thumbnail sketches of personal logo and mood board (5 pts). You will turn in a hard copy</b></p>
<p>Wed., May 20</p>	<ul style="list-style-type: none"> <li>• CLASS BEGINS AT 11:30 A.M. TODAY</li> <li>• Copywriting lecture cont.</li> <li>• Extend campaigns</li> <li>• Illustrator review/exercises</li> </ul> <p><b>Due at beginning of class: Creative brief for fun product. Post on Canvas (10 pts).</b></p> <p><i>Read Chp. 10-12 for next week.</i></p>
<p>Thurs., May 21</p>	<ul style="list-style-type: none"> <li>• <b>Present 6 creative concepts for fun product; class vote</b></li> <li>• Illustrator review/exercises; work time</li> </ul> <p><b>Due at beginning of class: Creative Tools quiz. Post on Canvas (10 pts).</b></p>

date	to do
<b>Week 3</b> Tues., May 26	<ul style="list-style-type: none"> <li>• Ad immersion</li> <li>• Design &amp; layout</li> <li>• <b>About me due on Canvas (10 pts)</b></li> </ul>
Wed., May 27	<ul style="list-style-type: none"> <li>• Design &amp; layout cont.</li> <li>• <b>Quiz on Creativity, brainstorming, strategy &amp; Copywriting (50 pts)</b></li> </ul>
Thurs., May 28	<ul style="list-style-type: none"> <li>• <b>Present 2 rough print ads to me; class will vote</b></li> <li>• Work day in lab</li> </ul>
<b>Week 4</b> Tues., June 2	<ul style="list-style-type: none"> <li>• TV lecture</li> <li>• <b>Rough WIX due on Canvas (10 pts)</b></li> </ul>
Wed., June 3	<ul style="list-style-type: none"> <li>• Nontraditional advertising (read Outdoor advertising on canvas)</li> <li>• <b>Final 2 print ads due on Canvas (50 pts)</b></li> </ul>
Thurs., June 4	<ul style="list-style-type: none"> <li>• Nontraditional advertising cont.</li> <li>• <b>Rough TV spot due, will present to me</b></li> <li>• Work time will looking at rough TV spots</li> </ul>
<b>Week 5</b> Tues., June 9	<ul style="list-style-type: none"> <li>• Nontraditional and social media ads ready for me to look at</li> <li>• <b>TV spot due on Canvas (25 pts)</b></li> <li>• Work day</li> </ul>
Wed., June 10	<ul style="list-style-type: none"> <li>• Work day in lab</li> <li>• <b>Outdoor ad ready for me to look at</b></li> </ul>
Thurs., June 11	<ul style="list-style-type: none"> <li>• <b>Final Wix due on Canvas (50 pts)</b></li> <li>• <b>Wix presentations 1-14 (50 pts)</b></li> </ul>
<b>Week 6</b> Tues., June 16	<ul style="list-style-type: none"> <li>• <b>Wix presentation 15-18</b></li> <li>• <b>Quiz 2 (design &amp; layout; nontraditional) 50 pts.</b></li> <li>• Work day</li> </ul>

date	to do
Wed., June 17	<ul style="list-style-type: none"><li data-bbox="548 153 719 184">• Work day</li></ul>
Thurs., June 18	<b>FINAL PROJECT DUE AT 2 P.M. ON CANVAS</b>