



# copy & viz

**adv 4101 • spring 2015**

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

### 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 and “new” 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.commart.com](http://www.commart.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 exams (100 points each)	200
2. Quizzes	10
3. Homework/exercises/critiques	50*
4. Practice Creative (3 total)	85
5. Brand You campaign presentation	50
6. Portfolio	
Brand You campaign	100
Major campaign	300

**Exams & Quizzes.** You will take two scheduled exams and one quiz over class lectures and materials. Computer programs (InDesign, Photoshop) will not be on exams or quizzes. Exams and quizzes include short answer, T/F, and short essay items. 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>

**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. 10 pts total. We will also vote for our Top 3 favorites each week we present. Voting each time earns you 5 pts extra credit.

**“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.”**

**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 parts/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.)
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, letterhead, business card, and the website itself. Ultimately you will use this site to upload portfolio items. 100 pts.

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

You may work with a partner to develop your major campaign. If you use a partner, you will work together on the entire campaign. Partners receive the same grade for their work. No excuses if a partner 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.

### 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+	86-89.9	Very good. Well-crafted and on time. Maybe a minor flaw. Not a totally creative idea.
B	83-85.9	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.

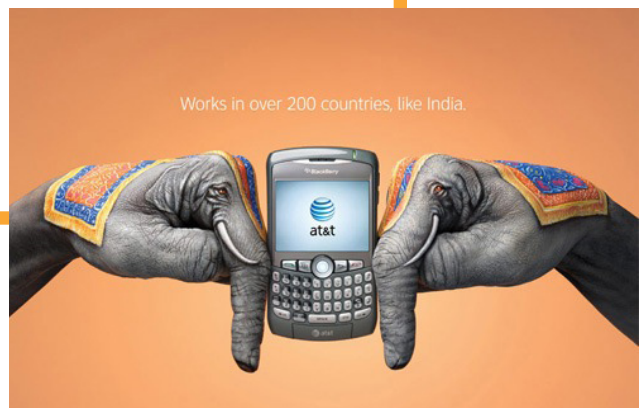
**Re-do Did not follow assignment so must re-do. Due the following week.**

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

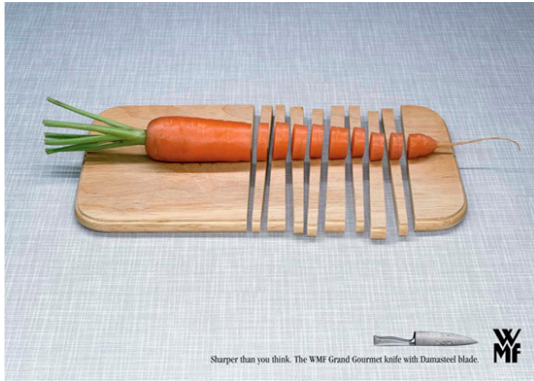
### Other grading factors

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 in class or similar behavior, that will reflect in your final 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 reserve the right to reduce your final grade 1/2 a letter grade for each unexcused absence after one. We only meet twice a week so come to class.

An absence is excused for **urgent** personal or family health conditions certified by a physician or counselor, *religious holiday*, *certified University business or participation in a University sporting event*, legal proceeding/jury duty, or a certified military obligation. (Italicized must be pre-approved by the instructor one week in advance of the event.) In all other cases, you must notify the professor by noon on that class day that you will be or were absent in order to be excused. **DON'T SCHEDULE NON-URGENT DOCTOR'S APPOINTMENTS (YEARLY DENTAL CHECK-UP, PHYSICALS, ETC.) DURING CLASS TIME; THESE WON'T BE EXCUSED.** If you know you're going to miss class, you need to tell me in writing. I need written records because I honestly can't keep track of everything that is told to me.

If it isn't mentioned in the paragraph above as an excused absence, it isn't excusable. Additional information is available at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

**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 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 and not right before the exam. If you have 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 two 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 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 facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class."

**“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?”**

#### 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. 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.”**



## course schedule

for every assignment, presentation, exam, etc., there are specific instructions on SAKAI in the assignment folder. you are responsible for reading these instructions.

date	to do
Jan. 6	<p>Go over syllabus. Fill out information sheets.</p> <p><i>Suggested: Read Chps. 1-6, 15 Robin Landa piece on elearning.</i></p> <p><i>Ad for you due in lab this week.</i></p>
Jan. 8	<p>Discuss Identity system design. Branding exercise (for self). Go over WIX.</p> <p><b>**Present ad for you (5 pts)**</b></p> <p><i>Prepare Mood Board for Brand You for next lab.</i></p>
Jan. 13	<p>Creativity, strategy &amp; brainstorming lecture</p> <p><i>Watch Creative Tools online lecture for Jan. 31 (quiz on it)</i></p> <p><i>Suggested: Read Chps. 7-10, 16-26 for Copy and Creative Tools lectures</i></p>
Jan. 15	<p>May do some of the Creativity, strategy &amp; brainstorming lecture</p> <p>Illustrator tutorial</p> <p><b>**Mood Board for brand you due at beginning of class, turn in hard copy (5 pts)**</b></p>
Jan. 20	<p>Creativity, strategy &amp; brainstorming lecture</p> <p><b>Declare fun product today</b></p> <p><i>20 thumbnails of personal logo due on Thursday. Hard copy only.</i></p> <p><i>Watch Creative Tools lecture on SAKAI and take quiz by 1/31.</i></p>
Jan. 22	<p>Illustrator Tutorials.</p> <p>Brand storytelling lecture begins</p> <p><i>Begin working on creative briefs for fun product.</i></p> <p><b>**Due: 20 thumbnails for personal logo. Will turn in hard copy at beginning of class (5 pts)**</b></p>
Jan. 27	<p>Brand storytelling lecture.</p> <p>Begin Copywriting lecture if time</p> <p><b>**Creative tools lecture quiz due on SAKAI at beginning of class (10 pts)</b></p>

date	to do
Jan. 29	Extending campaigns. Ad Immersion. Remaining time work on Brand You. <i>Work on creative brief for fun product due next week.</i> <b>**I am statement for you due at beginning of class (5 pts)**</b>
Feb. 3	Copywriting lecture <b>**Creative brief due on SAKAI at beginning of class. (10 pts)**</b> <i>For Lab: Present creative concepts in lab.</i>
Feb. 5	<b>Present 6 creative concepts for fun product.</b> Will vote on Top 3
Feb. 10	Design/Layout lecture <i>Prepare 3 print ads for fun product using creative concept for lab. Ads will be visual and headlines only.</i>
Feb. 12	<b>Present 3 print ads for your fun product using your campaign's creative concept. Headline and Visual only.</b> Vote on Top 3 <i>Study for EXAM 1. Covers creativity/brainstorming/strategy, brand storytelling, copywriting, and creative tools.</i>
Feb. 17	<b>**EXAM 1 (100 pts).</b> Covers creativity/brainstorming/strategy, brand storytelling, copywriting, and creative tools. A portion of the exam is open book so you'd better bring your notes. NO SHARING! (Sidenote: you cannot "play" the Creative Tools lecture so you'll need the accompanying Powerpoint notes) Television lecture (read chp 12) <i>Prepare print ads for lab. See Feb. 19 listing and SAKAI for instructions.</i>
Feb. 19	<b>Present 3 print ads for your fun product using your campaign's creative concept. Update headline and visual; add in body copy.</b> Vote for Top 3 <i>Final print ads due next week!</i>
Feb. 24	TV lecture <i>For after Spring Break: prepare TV ad for fun product using campaign concept for lab and rough of WIX site due.</i>

date	to do
Feb. 26	<p><b>No class. Goodman out of town. Work on ads.</b></p> <p><b>**Final print ads due on SAKAI at beginning of class (50 pts)**</b></p>
Mar. 3-5	<p>SPRING BREAK!!! NO CLASSES</p>
Mar. 10	<p>Nontraditional ads lecture</p> <p><b>*Brand You WIX website (rough draft) due on SAKAI (5 pts)**</b></p> <p><i>Prepare TV ad for fun product using campaign concept for lab.</i></p> <p><i>Suggested reading: Chaps. 11, 14</i></p>
Mar. 12	<p><b>Present a TV spot for your fun product using your campaign's creative concept.</b> Vote for Top 3.</p>
Mar. 17	<p>Nontraditional ads and outdoor advertising lecture finished</p> <p><i>Prepare nontraditional ad for fun product using campaign concept for lab.</i></p>
Mar. 19	<p>Work day in lab. You are required to be here.</p> <p><b>**Final TV spot due on SAKAI at beginning of class (25 pts)**</b></p> <p><i>Brand You WIX website due on Monday</i></p>
Mar. 24	<p><b>**Brand You Presentations Numbers 1-10 (50 pts).**</b></p> <p><b>**DUE: Brand You Campaign. Post to SAKAI. Due at beginning of class. (100 pts)**</b></p> <p><i>Prepare outdoor ad for fun product using campaign concept for lab.</i></p>
Mar. 26	<p><b>Present outdoor ad for your fun product using your campaign's creative concept</b></p> <p>Vote on Top 3</p>
Mar. 31	<p><b>**Brand YOU Presentations Numbers 11-20.**</b></p> <p><i>Listen to Radio lecture online (Chap. 13). Will be on Test 2.</i></p>
Apr. 2	<p>Work day for Major Campaign. Required to be in lab.</p> <p><b>Outdoor ad due on SAKAI at beginning of class (10 pts)</b></p> <p><i>Study for EXAM 2. Covers TV, radio, nontraditional, design/layout.</i></p>
Apr. 7	<p><b>**EXAM 2 (100 pts.).</b> Covers TV, radio, nontraditional, design/layout.</p>
Apr. 9	<p>Work day for Major Campaign. Required to be in lab.</p> <p><b>Have your radio spot ready for me to briefly review</b></p>
Apr. 14	<p>Work on portfolio outside of class.</p>

date	to do
Apr. 16	Work Day. Required to be in class. <b>**Have nontraditional &amp; social media ads for major campaign completed to show me.**</b>
Apr. 21	Work on final portfolio on your own.
Apr. 23	<b>**Final campaign due by noon on SAKAI.**</b>