

# ADV4101

Copy & Visualization  
FALL 2015



Instructor: Kara Lowe Page

Instructor E-mail: [kara.page@jou.ufl.edu](mailto:kara.page@jou.ufl.edu)

Phone Number: 772-475-9639

Office Hours: By Appointment

Section Number: 8306

Class Meeting Times:

Monday, Period 3-4, WEIM3020

Thursday, Period 6-7, WEIM2056

## COURSE INFORMATION

### Prerequisite:

Credits: 3; Prereq: 3IM ADV; minimum grades of C or better in MMC 2100, ADV 3001 & VIC 3001; Coreq: ADV 3500

### Course Overview:

Throughout the semester, students will focus on producing strategic and creative communications pieces that help solve an advertising problem. By developing advertisements for print, electronic and digital media, students will develop their ideas and learn how to make effective advertisements that appeal to the intended target audience. Students are encouraged to think outside of the box and will be challenged to think like creatives.

### Course Communication:

The instructor is available via e-mail at [kara.page@jou.ufl.edu](mailto:kara.page@jou.ufl.edu) for personal questions. Please allow up to 24 hours for a response. In case of emergency, a student is welcome to contact the instructor via text message or phone call at (772) 475-9639. If students would like to meet with the instructor outside of class, the student is encouraged to arrange an appointment with the instructor.

### Course Objectives:

- To apply creative strategy to an advertising problem
- To practice writing creative briefs and using the briefs as a guide for campaign work
- To brainstorm and foster creative ideas
- To learn how to develop creative, strategic, memorable and persuasive advertisements
- To improve presentation skills
- To practice essential design and layout skills
- To understand how to use Adobe products in graphic design
- To constructively evaluate oneself and others

### RESOURCES:

#### Recommended Textbook:

Advertising: Concept and Copy,  
3rd Edition, Felton

#### Required Supplies:

Flash Drive, Thick Magic Marker (Black), Magazines,  
One pad of unlined paper size 11x14 (Drawing Pad),  
Access to Photoshop and InDesign

# COURSE ASSIGNMENTS & GRADING

## POINT BREAKDOWN

Attendance & Participation	10% of Grade	100 Points
Exams (2 @ 100 Points Each)	20% of Grade	200 Points
Homework/Exercises (5 @ 10 Points Each)	5% of Grade	50 Points
Project 1 - Branding You	7% of Grade	70 Points
Project 2 - Mini Campaign	8% of Grade	80 Points
Project 3 - Team Campaign	10% of Grade	100 Points
Project 4 - Fun Product Campaign	30% of Grade	300 Points
Final - Portfolio	10% of Grade	100 Points

**TOTAL: 1000 Points**

### Attendance: 10% of Final Grade

Attendance is mandatory and important. All students are required to attend both lecture and lab sections of the course. Absences are only excused for urgent personal or family health situations, religious holidays, certified University business, participation in a University sporting event, legal proceeding or jury duty and certified military obligation. If the student must miss class due to a University event, written documentation must be provided a week before the absence. If the student plans to miss class, the instructor must be notified via e-mail. Additional information about University attendance policies can be found at the following link:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Makeup Work for excused absences is due the next class or lab period. Students must turn in the the makeup work at the beginning of the class period. The work should be labeled "makeup." If a student misses class, it's his or her responsibility to acquire missed notes, explanations, etc. from classmates.

All students are required to provide constructive feedback to classmates during presentations. Students must also be actively engaged in the course. Participation points will be deducted if students are seen on their phones or websites that are unrelated to the course or assignment at hand.

# COURSE ASSIGNMENTS & GRADING

## Exams: 20% of Final Grade

Students will complete two exams during the semester. Exams will focus on lecture content learned during the course. Exams may include multiple choice, true/false and short answer.

## Homework & Exercises: 5% of Final Grade

Throughout the semester, homework and exercises will be assigned to practice concepts learned in class. These assignments are designed to help students improve their design skills and knowledge of Adobe programs.

## Projects: 55% of Final Grade

There will be four projects assigned during the semester. Students will be required to adhere to the written guidelines and requirements. Work must be original, creative and strategic. Students will present each project in front of the class and will respond to constructive feedback in a positive and professional manner.

### Project 1 - Branding You

Students will design a personal brand for themselves based on their personality, characteristics and skills. As part of the project, students will create a creative brief, mood board, logo, resume, letterhead and website that showcases their personal brand. The purpose of this project is to help students gain a better understanding of themselves as designers and to create pieces that can be shared during job searches.

### Project 2 - Mini Campaign

Students will design a miniature advertising campaign for a product assigned in class. Students will research information about the brand, develop a creative brief and create two print ads and one social media campaign with the same overall look, feel and tone.

### Project 3 - Team Campaign

Students will work with a partner to develop a multimedia campaign for a brand selected by the instructor. Campaigns will include a radio spot, TV commercial, print ads and social media. Students will be paired in teams based on their skill sets. All teams will develop campaigns for the same brand.

### Project 4 - Fun Product Campaign

Students will work on this campaign throughout the semester. The "fun product" is selected by the student and will be the focus of a major campaign. Students will be required to develop a creative brief, two print ads, TV spot, radio spot, social media idea, billboard and nontraditional idea.

# COURSE ASSIGNMENTS & GRADING

Projects will be graded based on research, strategy, concept, execution, originality and presentation.

*Research:* Students must learn about the product's features, benefits, history, target audience and past campaigns. Researching will help the students create a more effective communications strategy.

*Strategy:* Students must come up with a solid plan for positioning the product in the marketplace and reaching the intended target audience in an effective and efficient way.

*Concept:* Students are expected to develop original ideas that are effective and memorable.

*Execution:* Students must pay special attention to layout, copy and artwork when developing concepts. All work should incorporate principles and elements of design. Visuals and copy must work together to convey a consistent and effective message. The final work should be attractive and appropriate for both the overall strategy and target audience.

*Originality:* Students are required to develop original ideas. Students must think of new ways to promote the product that would entice people to want to buy it, learn more, etc.

*Presentation:* Students must present their projects in a professional manner. Students should be enthusiastic, thorough, clear and compelling. It's important to prepare for potential questions from classmates.

## Final: 10% of Final Grade

The final project will be a collection of all projects completed during the semester. Students must polish and edit old projects based on class and instructor critiques. All updated projects must be included in a final portfolio. The final portfolio must be aesthetically pleasing, organized and clearly labeled. The digital portfolio will be an extension of the "Branding You" website created at the beginning of the semester. The website must be in its final version upon submission of the portfolio.

## Grading Scale:

A	93-100	Work was outstanding, original, professional
A-	90-92.9	Very good work, well-crafted, lacking originality
B+	87-89.9	Very good work, lacking originality, minor flaws
B	83-86.9	Good work, rarely unique, several flaws
B-	80-82.9	OK work, not unique, many problems
C+	77-79.9	Expected work, craftsmanship problems, other flaws
C	73-76.9	Expected work, major craftsmanship issues, several flaws
C-	70-72.9	Expected work, major craftsmanship issues, major flaws
D+	66-69.9	Major flaws, some redeeming characteristics
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 instructions

**Grading Factors:** The instructor will assign grades based on how well students followed instructions and executed their ideas. The instructor will take into account students' behavior, attitude, effort and class participation. Texting in class, hanging out on social media and other distracting behaviors may result in a deduction.

# COURSE POLICIES

## Late Policy:

Students are expected to arrive to class on time and submit all projects by the deadline. If students come to class more than 20 minutes late without acceptable documentation, they will be counted as absent that day. Deadline extensions will only be given on a case-by-case basis as determined by the instructor. Conflicts such as minor illnesses or vacations are not valid reasons for extensions. Unless excused by the instructor, work submitted within 24 hours after the due date will automatically receive a 20% deduction in points. No work will be accepted for a grade beyond the 48-hour time frame unless prior approval is given. Technical difficulties are not a valid excuse. If students have issues uploading work to E-Learning, please let the instructor know immediately. The instructor strongly encourages students to maintain backup copies of all work on an external hard drive or cloud-based system in case of a computer crash. Lost originals are not an acceptable excuse for missing deadlines.

## Cell Phones & Distractions:

Students should not be on their cellphones during class. If students are not paying attention, this can have a negative impact on their final grade in the course. Please also refrain from surfing the web for reasons other than for class projects or assignments.

## Students with Disabilities:

Students with disabilities requesting accommodations should first register with the Disability Resource Center 352-392-8565 or [www.dso.ufl.edu/drc](http://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 complete this process early in the semester.

## University of Florida 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 (<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, students are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If students have any questions or concerns, please consult with the instructor of this course.

## Class Presentations and Critiques:

Students are required to present their design projects to both the instructor and class. This can be very intimidating to some students, so classmates are expected and required to be kind and respectful at all times. Students will be encouraged to critique classmates' work throughout the semester. These critiques should be constructive in nature and suggestions should focus on ways to improve the overall design or execution. Students are expected to be kind and courteous to others at all times. The purpose of the in-class presentations is to allow students the opportunity to practice presenting their ideas to a group of people.

## FAQS

*I don't think I am creative. How will I succeed in the course?*

Every person is creative whether he or she realizes it or not. For some of you, thinking about creative ideas might seem daunting or intimidating, but anyone can develop their creativity to a greater degree. Students will have varying levels of creative skill and should not compare themselves to others in the class. As long as you try and develop strong ideas, your grade will not suffer. We will work on improving creative thinking throughout the semester.

*I have no desire to pursue a creative career. Why do I have to take this course?*

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.

*Isn't creativity totally subjective?*

No, not totally. Good writing is good writing. You either grab attention or you don't. Your design is either cohesive or not. If the idea isn't original, that also means your idea isn't creative.

*What should I do if I'm not very skilled at using Photoshop, InDesign, etc.?*

You should try to learn how to use the Adobe programs on your own time. Lynda.com is a great resource for tutorial videos. UF students have free access to the videos. Students are also encouraged to look for tutorials online or ask classmates for help. The instructor is also available to provide assistance if needed.

# COURSE SCHEDULE

August

**M**  
**24**

Topics: Syllabus Overview, Creativity, Creative Briefs, Personal Branding

Suggested Reading: Chs. 1-3

Upcoming Due Dates:

Exercise 1: Personal Profile - 8/27

Project 1: Creative Brief - 8/27

**R**  
**27**

Topics: Thumbnails, Roughs, Comps, Mood Boards, Logo Design

Upcoming Due Dates:

Project 1: Mood Board - 8/31

Project 1: 20 Logo Thumbnails - 8/31

Week 1

September

**M**  
**31**

Topics: Thinking Creatively, Presentations of Thumbnails, Resumes, Cover Letters

Suggested Reading: Chs. 4-6, 15

Upcoming Due Dates:

Project 1: 4 Logo Roughs - 9/3

**R**  
**3**

Topics: Overview of Photoshop Tools, Web Design

Upcoming Due Dates:

Project 1: 2 Logo Comps - 9/10

Week 2

**M**  
**7**

No Class - Labor Day

**R**  
**10**

Topics: Photoshop Tools Continued

Upcoming Due Dates:

Examples of Favorite Ad Campaigns - 9/14

Project 1: Resume and Letterhead - 9/14

Week 3

**M**  
**14**

Topics: Layout & Design, Students Share Examples of Favorite Ad Campaigns  
Assign Product for Project 2

Upcoming Due Dates:

Continue to Work on Projects

**R**  
**17**

Topics: In-Class Activity - Layouts

Upcoming Due Dates:

Project 1: Personal Website - 9/21

Week 4

**M**  
**21**

Topics: Copywriting, Brand Storytelling,  
In-Class Activity: Personal Slogan

Suggested Reading: Chs. 7-10

Upcoming Due Dates:

Project 2: Creative Brief - 9/24

**R**  
**24**

Topics: Creative Tools

Suggested Reading: Chs. 16-19

Upcoming Due Dates:

Project 1: Presentations - 9/28

Week 5

# COURSE SCHEDULE

October

**M**  
**28**

Topics: Presentations of Project 1  
Suggested Reading: Chs. 20-23

Upcoming Due Dates:  
Project 2: 4 Roughs of Print Ads - 10/1

**R**  
**1**

Topics: Assign Teams for Project 3

Upcoming Due Dates:  
Bring Favorite Brand Social Media Exs. - 10/5

**Week 6**

**M**  
**5**

Topics: Social Media, Students Share Favorite Brand Social Media Examples  
Suggested Reading: Ch. 11

Upcoming Due Dates:  
Project 2: Social Media - 10/8

**R**  
**8**

Topics: Students Work on Projects

Upcoming Due Dates:  
Exam 1 - 10/12  
Project 3: Creative Brief - 10/12

**Week 7**

**M**  
**12**

Topics: Exam 1

Upcoming Due Dates:  
Project 2: 2 Comps of Print Ads - 10/15  
Project 3: 4 Roughs of Print Ads - 10/15

**R**  
**15**

Topics: Students Work on Projects

Upcoming Due Dates:  
Bring Favorite Radio & TV Ad Examples - 10/19

**Week 8**

**M**  
**19**

Topics: Radio & TV Ads, Students Share Favorite Examples of Radio & TV Ads  
Suggested Reading: Chs. 12-13

Upcoming Due Dates:  
Project 2: Presentations - 10/22  
Project 3: 2 Comps of Print Ads - 10/22

**R**  
**22**

Topics: Project 2: Presentations

Upcoming Due Dates:  
Work on Projects

**Week 9**

**M**  
**26**

Topics: Nontraditional & Outdoor Advertising  
Suggested Reading: Chs. 14, 24

Upcoming Due Dates:  
Project 3: Social Media - 10/29

**R**  
**29**

Topics: Students Work on Projects

Upcoming Due Dates:  
Project 3: Radio Script - 11/2  
Project 3: TV Storyboard - 11/2  
Project 4: Creative Brief - 11/2

**Week 10**



# COURSE SCHEDULE

November

**M**  
**2** Topics: Review Creative Briefs for Project 4,  
Students Work on Projects

Upcoming Due Dates:

Project 4: 4 Roughs of Print Ads - 11/5

**R**  
**5** Topics: Students Work on Projects

Upcoming Due Dates:

Project 3: Presentations - 11/9

Week 11

**M**  
**9** Topics: Project 3 Presentations

Upcoming Due Dates:

Project 4: 2 Comps of Print Ads - 11/12

**R**  
**12** Topics: Students Work on Projects

Upcoming Due Dates:

Project 4: Radio Script - 11/16  
Project 4: TV Storyboard - 11/16

Week 12

**M**  
**16** Topics: Portfolio Websites

Upcoming Due Dates:

Students Work on Projects

**R**  
**19** Topics: Students Work on Projects

Upcoming Due Dates:

Project 4: Social Media - 11/23

Week 13

**M**  
**23** Topics: Students Present Radio, TV and Social  
Media Ideas for Project 4

Upcoming Due Dates:

Exam 2 - 11/30

Project 4: Billboard - 11/30

Project 4: Nontraditional - 11/30

**R**  
**26** No Class - Thanksgiving

Week 14

**M**  
**30** Topics: Exam 2, Students Share Project  
Progress on Project 4

Upcoming Due Dates:

Students Work on Projects

**R**  
**3** Topics: Students Work on Projects

Upcoming Due Dates:

Project 4: Presentations - 12/7

Final Project: Portfolio - 12/7

Week 15

Last Class: Monday, 12/7

Week 16

Students Present Project 4

Disclaimer: This syllabus represents the instructor's current plans and objectives. During the course of the semester, changes may be made to the assignments or due dates. If changes are made, students will be notified.

# PROJECT DUE DATES

## Project 1: Branding You (Presentations on 9/28)

Creative Brief -	8/27	in person and online
Mood Board -	8/31	in person and online
Logo		
Thumbnails -	8/31	in person
Roughs -	9/3	in person
Comps -	9/10	online
Resume -	9/14	online
Letterhead -	9/14	online
Website -	9/21	online

## Project 2: Mini Campaign (Presentations on 10/22)

Creative Brief -	9/24	in person and online
Roughs of Print -	10/1	in person
Social Media -	10/8	in person and online
Comps of Print -	10/15	in person and online

## Project 3: Team Campaign (Presentations on 11/9)

Assign Team Members -	10/1	in person
Creative Brief -	10/12	in person and online
Print Ads		
Roughs of Print -	10/15	in person and online
Comps of Print -	10/22	in person and online
Social Media	10/29	in person and online
Radio Script	11/2	in person and online
TV Storyboard	11/2	in person

## Project 4: Fun Product (Presentations on 12/7)

Creative Brief -	11/2	in person and online
Print Ads -		
Roughs	11/5	in person
Comps	11/12	in person and online
TV Storyboard -	11/16	in person and online
Radio Ad Script -	11/16	in person and online
Social Media -	11/23	in person and online
Billboard -	11/30	in person and online
Nontraditional Idea -	11/30	in person and online

## Final Project: Portfolio Website (Due 12/7)