

ADV 4101 COPY & VISUALIZATION



Summer A 2014/UF College of Journalism & Communications
Dr. Lisa Duke, Assoc. Professor, 2074 Weimer, lduke@ufl.edu



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.

Prerequisite

3JM-ADV, Minimum grades of C or better in MMC 2100, ADV 3000, MAR 3023 or equivalent. Core req.: ADV 3501.

Objectives

- Create strategic, memorable persuasive messages for a variety of media.
- Gain new insights into the creative process.
- Enhance ability to generate ideas individually and as part of a team.
- Develop/improve creative presentation skills.
- Acquire essential design principles and layout skills.
- Learn basics of computer graphics and layout w/ Photoshop, and InDesign
- Constructively evaluate your own work and the work of others.

Required materials

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

16 GB thumb drive

Large sketch pad

Black marker, fat nib

Textbook

Required: Advertising Concept and Copy by G. Felton (the newest edition)

Backup!

It is important to have a backup workflow and follow the procedures for everything you are trying to save on the computer. The computer hard drives on campus are cleared of student files every day, so do not store your files on them. Make backups of your backups.

Contacting Me

The best way to contact me is via email: lduke@ufl.edu. However, I don't check email outside of business hours; so don't expect replies on weekends or evenings. It's not that I don't care about you, but most business people follow this model. Plan ahead!

Students with disabilities

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students will provide documentation of the student who must then provide this documentation to the instructor when requesting accommodations.

If you have a disability, you'll need to make an appointment with me the first week of class to discuss your accommodations. If your disability requires special testing arrangements (e.g., extra time, quiet environment), you will take your exams at the disability office. You will also need to keep track of the appropriate paperwork for this.

The Honor Code

Preamble: In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University Community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action.

The Honor Code: We, the members of the University of Florida community, pledge and hold ourselves and our peers to the highest standards of honesty and integrity.

Homework

You receive credit for on-time class participation. Throughout the semester, you will be required to do homework, make presentations, and create initial concepts. If you miss an in-class assignment due to an unexcused absence, or if you do not have your materials on the due date, or you complete homework in class, you will receive a zero for that assignment. You may not give me your ideas to present in lab ahead of time for an unexcused absence; you must be physically present to critique and present concepts in lab.

VIDEO HOMEWORK on LYNDA.com.

Homework assignments will include watching assigned Lynda.com video tutorials. We will not review this work in class and you will be tested on it. Do not short-change yourself or your grade by neglecting to complete tutorials in a timely fashion. If you have Creative Suite 6 loaded on your computer (instead of CC), you may substitute Photoshop CS6 and InDesign CS6 Essential Training sessions for the ones indicated on the syllabus, but you should update as soon as possible.

You have free access to Lynda.com as a UF student. Just go through lss.at.ufl.edu and click the [lynda.com link](#).

Your responsibility

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 hand-outs, notes, and/or explanations of missed material from your classmates.

Grading scale

A	95-100	Outstanding work. Original, unexpected, well crafted, on time.
A-	90-94.9	Very good work. Not exactly the most creative idea though. Well-crafted 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+	76-79.9	Expected executions; craftsmanship problems; other flaws.
C	73-75.9	Expected executions; lapses in craftsmanship.
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.

Point Distribution

2 Creative Exercises (100)

Creative 1 50 pts

Creative 2 50 pts

Draft creative work (100)

Creative brief 50 pts

Thumbnails 50 pts

Quizzes (100)

Final Portfolio (400)

Final presentation (100)

Attendance (100)

Participation (100)

TOTAL: 1000 possible points/10=your final grade

Absences

There is a high correlation between regular class attendance and the best grades. I reserve the right to reduce your final grade up to two full letter grades for each unexcused absence.

An absence is excused for urgent personal or family health conditions certified by a physician, religious holiday, certified University business or participation in a University sporting event, 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 the class day that you will be absent in order to be excused.

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. Get notes from classmates -- I do not provide note shells as I believe they hinder your concentration during classes.

Late policy

I know we all are late from time to time, but you will be expected to be here when class begins, not after. If you come to class multiple times or more than 15 minutes late, you will be counted as absent.

Execution

Usually, thumbnails or rough marker comps are just enough to convey the idea accompanied by typed copy by due date (for roughs). No restrictions on medium or color -- whatever works.

You will learn 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. If you come up with ideas you feel are worthy of taking to a finished comp stage, we'll get it done. Writing assignments and scripts must be typed (the proper format will be provided). Handwritten scripts will automatically receive an E.

You are ultimately entering the field of communication. Therefore, spelling and grammar do count. You will be penalized for misspelled word (including mixing up homonyms such as it's and its) and grammar/punctuation errors.

Course Schedule

Wednesday, 5/14
Weimer 2056

Review syllabus
InDesign, Photoshop

For next class: read ch. 1-6
Start work on InDesign CC Essential Training (9 hrs. 6 mins.) on Lynda.com. I must receive the Lynda.com certificate of completion by Tuesday, 5/27.

Tuesday, 5/20
Weimer 2058

Lectures: Briefs & creative strategy.
Layout & design.

For next class: Briefs due.
Start work on Photoshop CC Essential Training (13 hours, 35 mins. Certificate of completion due Tuesday, 6/3.)

Wednesday, 5/21

Turn in brief.
Lectures: Creative tools. Copywriting.

For next class: Study for quiz.
Create 10 thumbnails + best demo/fact/testimonial for critique

Tuesday, 5/27

InDesign certificate due.
Quiz.
Present ads for fun product based on demo/fact/testimonial for critique.
Lecture: Social media.

For next class: read ch. 7-9, 13-14.
Create 10 thumbnails + best two-fer, reversal, metaphor for critique

Wednesday, 5/28

Lectures: TV/Radio
Present ads 10 thumbnails + best two-fer, reversal, metaphor for critique

For next class, print campaign due.
Prepare TV, radio, non-trad media ideas.

Tuesday, 6/3

PS certificate due.
Turn in 3 related print ads for campaign.
Present TV, radio, non-trad media ideas.

For next class: read ch. 10-12

Wednesday, 6/4

Makeup quiz. (Best one of two).
Portfolio work day.

Tuesday, 6/10

Individual appts. With Dr. Duke

Wednesday, 6/11

Portfolio work day.

Tuesday, 6/17

Final presentations.

Wednesday, 6/18

Final presentations.

ON-LINE PORTFOLIOS DUE FRIDAY, 6/20.
SEND LINK TO LDUKE@JOU.UFL.EDU BY
NOON.