University of Florida

ADV4101 Copy & Viz

Course Syllabus – Fall 2013

General Information

Instructor Info:
Adriane (Jewett) Grumbein
Weimer Hall 2041c
adriane@ufl.edu

Office Hours:
Wednesday & Thursday 2 p.m. – 3 p.m.
By appointment if necessary

Class Info:
Wednesday 8-9 (3 p.m. – 4:55 p.m.)
Weimer Hall 2056

Thursday 8-9 (3 p.m. – 4:55 p.m.)
Weimer Hall 2050

E-mail is typically the easiest way to get in touch with me, especially for quick questions or to set up an appointment. Please allow up to 48 hours for responses.

Course Information

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

Overview:
This course will provide the application of creative strategy for print and electronic media. You will develop aesthetic and creative sophistication. You will learn how to create an effective ad (i.e., one that people will enjoy seeing / hearing). This course will challenge you to enlighten, enrage and engage us with your work.

Your Course Objectives:
- Learn how to 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, InDesign and Illustrator
- Constructively evaluate your own work and the work of others.
- Work with a real client on a real advertising problem.

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 pass this course if you try to do a good job. The goal is to establish collaborative relationships, critique and guide each another…your work will be better for it.

Critiques aren't meant to hurt; they're meant to help you learn. The people who do the best work solicit criticism, resulting in a better product. If you hide from criticism or refuse to respond to it, your work cannot improve. All of you will get feedback on every piece of work you do in this class. It may come from us or from your peers. Welcome it. It's necessary to be creative.

Course Tools

You will need the following materials by the beginning of the second week of class:

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

You may also have other readings and videos to watch with links posted on our Facebook group.

Other Materials Needed:
- A flash drive to transport and back up digital class files. Make sure it is large enough to hold a significant number of visual files (images, Photoshop, Illustrator, InDesign, etc.).
- An 8.5x11 sketch pad & pencils. Your sketch pad does not have to be fancy, but it should be bound and unlined.
- Access to design software. The Adobe Creative Suite is installed in several Weimer labs. You can check the availably of software in other labs at http://labs.at.ufl.edu. If you are interested in having an Adobe program on your personal computer, you can purchase the student version from adobe.com. You can also download a one-time 30-day trial version from adobe.com.
- An active GatorLink account.

Online Tools:
- *UF e-mail:* I may communicate with you via your UF e-mail account. Please make a habit of checking your account daily.
- *e-Learning:* This course utilizes the e-Learning system to submit work and post grades. Please take time to familiarize yourself with how the system works.
- *Facebook:* We will use a Facebook page to connect class with life. Please join the group and participate (this will factor into your grade). I will also use the group to post assignments, communicate with the class and continue class discussions. Please check it frequently for updates.
- *Lynda.com:* UF students have free access to this learning tool (lss.at.ufl.edu). You may be asked to watch specific videos. It is also a great resource for learning more about creative software programs on your own.

Grading & Assignments

Grades:
Final grade breakdown:
- Personal Portfolio Website – 50 points
- Campaign 1 (multiphase) – 50 points
- Campaign 2 – 100 points
- Campaign 3 – 125 points
- Exam – 100 points
- Homework – 50 points
- Participation – 50 points
- Final Portfolio – 50 points
- Final Presentation – 25 points

   Grand Total: 600 points

Personal Portfolio Website: You will create a personal portfolio website to showcase both your class campaigns and future work. Your portfolio website should be professional but also reflect your personality and unique abilities.

Campaign 1: This campaign is designed to help you understand what goes into a campaign. You will work alone and be given specific deadlines for small chunks of work. Together, these bits will make a campaign.

Campaign 2 / Campaign 3: You will work in a group to create a campaign for a client (I usually try to do one corporate and one non-profit client).

Exam: The exam will cover assigned readings and class lecture. It will be composed of short answer, T/F and short essay items.

Homework: 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, you will receive a zero for that assignment. You may not give me your ad to present in lab ahead of time for an unexcused absence; you must be physically there to present ads in lab.

Participation: This includes (but is not limited to): coming to class on time (and staying the entire time), preparing for class, reading assigned materials, contributing to in-class discussion and participating on Facebook. You will also receive credit for your critiques of your classmates' work. Get over being shy! You will also loose points for playing on your phone or computer.

Final Portfolio: At the end of the semester you will submit an online link to your personal portfolio website. The site should be well designed and include the three campaigns you created during the semester. The website design and posted campaigns should be updated to reflect in-class and teacher critique.

Final Presentation: Each group will formally present Campaign 3 to the class. This is your client pitch. It should be practiced, eloquent and reflect your ability to talk as an advertising insider.

Extra Credit: Students with no absences can earn an additional 1 point on their final grade. No absences also means you arrive on time and stay for the duration of each class period. Additional extra credit opportunities may or may not be presented during the semester.

Grading Scale:
A   93-100   Outstanding work. Unexpected, well crafted, on time.
A-   90-92.9   Very good work. Not exactly the most creative idea. Well-crafted, on time.
B+   87-89.9   Very good work. Not a totally creative idea. Well-crafted and on time. Maybe a minor flaw.
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, other flaws.
C-   70-72.9   Expected executions. Lapses in craftsmanship, major flaws.
D+   67-69.9   Major flaws with some redeeming characteristic. On time.
D   63-66.9   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. Didn't follow assignment or instructions.

You can produce a solid ad and receive a B. "Solid" means that there is nothing wrong with the execution but the idea itself isn't as creative as it could be. The concept and imagery must work together in harmony and achieve success together for an excellent grade. The ads should work for your target audience.

Your Grade:
All of your grades will be posted on e-Learning as soon as I finish them. It is your responsibility to check e-Learning frequently and ensure that the grade on your assignment matches the grade in the system.

Late Work:
Students in advertising must be able to complete quality work on a deadline. Late work is unacceptable for professionals, and it is unacceptable in this course.

NO LATE WORK WILL BE ACCEPTED.

Late means any time after the due date. If an assignment is due before class starts, it cannot be turned in after class begins. Many of your assignments will be turned in electronically; please allow adequate time to upload your files (and deal with any glitches that may come up).

If your absence is excused, you may make up in-class assignments. However, major assignments with pre-set deadlines will still be due, even if you aren't in class.

Grading Criteria:
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? Is it appropriate for your campaign, or is it a stand-alone ad?

Presentation: Were you professional, enthusiastic, thorough, clear and compelling?

Craft / Execution: 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 the design and copy fit your target audience and the product? Are your visuals appropriate and arresting?

Originality: Do we want to run down the hall and show your work to every person we 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?

Execution:
Usually, thumbnails or rough marker comps—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 not be graded resulting in 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 error.

Backup:
Always make a backup copy of your work lost originals are not an acceptable excuse for missed deadlines.

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 formatted to delete everyday so do not store your files on them. If you don't have multiple backup devices now is the time to get some.

Requesting an Incomplete:
It's unusual to receive an incomplete in this class. To get one, you must request it before noon on the last day of class. In your request, you must explain why you need an incomplete.

Classroom Environment

Technology:
We will be using a variety of technology during this course.

As an adult, I expect you are able use polite phone etiquette. Phones should be silenced and put away during class. If you are expecting an important call, you may step out to take it. I trust you all have the ability to distinguish a necessary call from a chat with friends.

The same policy applies to texting, email and laptops. Even though you think you're sneaky, I can see you texting, playing Angry Birds and checking Facebook – it is distracting to me and to your classmates. Technology that distracts during class time will be confiscated.

Also, please refrain from checking e-mail, Facebook, Twitter, MySpace, YourSpace, TheirSpace, etc. during lab.

Active Learning:
You will learn better if you participate – listen, ask questions, take note, etc. Chatting with your neighbor about weekend plans is not participating. Please respect the people around you by focusing your attention on the class material.

Food & Drink:
Food and drinks should not be a distraction to you or others – if it is, you will be asked to put it away. Please bring drinks in a container with a lid.

Reading:
Please complete the reading before the beginning of each class so we can have lively and informed discussions. If you do not read you cannot participate, which will hurt your grade. If the class is habitually unprepared, I will resort to reading quizzes.

Attendance

Absences:
Absences adversely affect your learning and your grade. Because this course involves hands-on work and peer feedback, absences will affect everyone – you must be present for the course to function.

You may miss **2 class periods** with no grade penalty (however, you will still receive a 0 for any in-class assignments). Each additional absence may lower your final grade one +/-. **If you sign in for someone else, you will be turned in for academic dishonesty (cheating).** You are expected to be in the classroom on time and ready to participate. Arriving more than 10 minutes late will be considered an unexcused absence. Habitual lateness will count toward absences.

Also, if you miss class you are responsible for getting notes and updates from your classmates, e-Learning and the blog. I will not re-teach course material during my office hours.

Students with no absences can earn an additional 1 point on their final grade. No absences also means you arrive on time and stay for the duration of each class period.

Excused Absences:
If you are sick, you must provide a doctor's note. However, your assignments are still due.

If you will be missing class for a school-sanctioned event, you must provide official notice **prior** to missing class. However, your assignments are still due.

Entertaining out-of-town guests, missing airplanes, sick roommate/pet, annual dentist appointments, etc. will not be excused. Please plan accordingly.

I will deal with extenuating circumstances (a death, prolonged sickness, family emergency) on a case-by-case basis. Please contact me as soon as possible if a situation arises and be prepared to show documentation.

UF Policies

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 one of us to discuss your accommodations. Don't try to throw us your disability letter and run! If your disability requires special testing arrangements (e.g., extra time, quiet environment), you will need to take your exams at the disability office. You will also need to keep track of the appropriate paperwork.

UF Honor Code:
Absolutely no cheating. If you're caught cheating, you'll fail the class and your case will be presented to higher authorities. Cheating includes signing documents/class materials for someone else, plagiarism, someone doing design work on Photoshop/Illustrator/InDesign/etc., other people writing your assignments, using notes during an exam, asking someone for answers to a quiz or exam, copying other people's answers, etc. In other words, follow the university's honor code (below).

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. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

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

For more information about academic honesty, contact, Student Judicial Affairs, P202 Peabody Hall, 392-1261. You can review UF's academic honesty guidelines in detail at:
www.dso.ufl.edu/judicial/procedures/honestybrochure.php

Miscellaneous Paraphernalia

I am not scary
Promise. Please feel free to talk to me about any questions or concerns you have. I will do my best to help you have a fun and productive class experience. I am not out to get you, but I do have high expectations.

Communication
It is vital. I can't help you if I don't know the problem. My door is usually open, and you are welcome to stop by to chat. You can also email me. I also respond to messages via carrier pigeon, if my dog doesn't get them first. The point is...I'm here to help, but you need to ask.

FAQs

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 (or what career path in general), you will need to think creatively. You will need to understand how advertising is constructed and what differentiates good creative from bad. You may discover a talent for creative work that you did not know you had. Frequently students decide on creative careers as a result of taking this class. In most careers outside of creative, you will still have to come up with creative ways to solve problems.

Is this an easy class, because I'm taking a full load / working / not very motivated?
This class requires you to work outside the classroom to complete assignments. If you use your lab time wisely, this outside time can be minimized, but not eliminated. There is no short cut to learning how to create arresting, quality advertising. This class requires concentrated effort. Please plan your schedules accordingly. Also, keep in mind, everyone is not able to "turn on" and "turn off" being creative. Sometimes a great idea will appear at the strangest of times. We recommend having notepad or sketchbook nearby. Also, it is very hard to schedule time to "be creative".

Do I have to finish my work on the computer?
It depends on the project. For some assignments, well-executed and hand-drawn work is just as likely to earn an "A" as computer generated work. However, it behooves you to learn as much as you can about the graphics programs while you are in this class. Computer skills greatly enhance your marketability after you graduate. And, the only way to learn them is to practice!

Isn't creative totally subjective?
Not entirely. Good writing is good writing. You either grab attention or you don't. A designer either uses / maximizes design principles or he/she doesn't. Your campaign is either cohesive or not. However, ultimately I will evaluate the level of your creativity.

How should I ask someone if my ad is good?
Naturally people (friends, parents or strangers) aren't going to want to offend you or hurt your feelings. So ask them if they "get" your ad. If you have to explain anything to them, then go back to the drawing board. It often helps to have them explain it to you. A lot of times students tend to say they get more out of in-class critiques than from family members or friends specifically because giving criticism involves understanding the critiquing process which is sometimes difficult for people that are outside of this field.

University of Florida
ADV4101 Copy & Viz
Tentative Timeline – Fall 2013

August 21 / Lecture	Class Overview	
August 22 / Lab	Lab Overview	
August 28 / Lecture	Creativity & Brainstorming	Ch. 13
August 29 / Lab		The New Art of Brainswarming (e-Learning)
September 4 / Lecture	Research	Ch. 2, 3 & 4 / Know "Fun Product"
September 5 / Lab	Class Critique	Personal Portfolio Website
September 11 / Lecture	Creative Briefs	Ch. 1, 5 & 6 / Campaign 1 – Research
September 12 / Lab		
September 18 / Lecture	Copywriting	Ch. 7, 8, 9 & 14 / Campaign 1 – Brief
September 19 / Lab		Campaign 1 – Thumbnails
September 25 / Lecture	Advertising Tools	Ch. 15-23
September 26 / Lab	Class Critique	Campaign 1 – Deliverables
October 2 / Lecture	Layout & Design	
October 3 / Lab		
October 9 / Lecture	TV & Radio	Ch. 10 & 11
October 10 / Lab		
October 16 / Lecture	Other Media & Online/Mobile Advertising	Ch. 12
October 17 / Lab		
October 23 / Lecture		
October 24 / Lab	Class Critique	Campaign 2
October 30 / Lecture	Campaign 3 Brief / Review for Exam	
October 31 / Lab	Exam / Campaign 3 Brainstorm	
November 6 / Lecture		
November 7 / Lab		
November 13 / Lecture		
November 14 / Lab		
November 20 / Lecture	Last Lecture	
November 21 / Lab		
November 27 / Lecture	No Class – Thanksgiving	
November 28 / Lab	No Class – Thanksgiving	
December 4 / Lecture	Final Presentations	Campaign 3
Final Portfolio Website Due by 11:59 p.m. on Saturday, December 7		