

Copy and Visualization

ADV4101 Spring 2014

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Wednesday: 8-9 Weimer 2050
Thursday: 8-9 Weimer 2056

Prerequisites

3JM ADV; minimum grade of C or better in MMC 2100 and ADV 3001; ADV 3008, ADV 3203 and MAR 3023. Coreq: ADV 3500.

Course Description

Application of creative strategy for print and electronic media. Emphasis placed on the development of creative concepts. Requires preparation of advertisements including rough layouts and storyboards. Students will develop three small campaigns from concept to completion. We will push the limits of your creativity.

Course Objectives

The main objectives of this course are:

- to develop brainstorming and concepting skills
- to increase understanding of design and advertising copy writing
- to introduce hand skills for concept roughs and basic computer skills for print production
- to constructively evaluate your own work and the work of others

Assignments include developing campaign concepts, redesigning existing ads and creating ad executions for print and broadcast media. They could be retail, national, trade, direct response, outdoor, and/or public service projects.

By the end of the course you should be able to:

1. Conceptualize campaign concept and ad executions.
2. Develop descriptive language into ad copy that fits a specific campaign strategy
3. Design layouts and produce basic computer roughs
4. Discuss existing concepts and commercials — as well as class assignments.

Required Textbook

Felton, G. (2006) *Advertising Concept and Copy*. NY: Norton & Company.

Communication Arts Annuals, Graphis, How, The One Show, awards annual, *Communication Arts* (for student annual subscription call 1.800.258.9111 or visit www.commart.com).

You're expected to know about *Communication Arts Annuals, Graphis, How*, and especially *The One Show* books.

Materials

flash drive for storage
2 black marker — one fine nib, one medium nib
One pad marker paper 8.5x11 (50+ sheets)

Evaluation

You will be expected to strive for a competent level of craftsmanship and to develop a professional attitude about your work.

Craftsmanship is important in this class, so make an effort to learn and use the software.

The portfolio you turn in at the end of the term will serve as your final — it will represent the culmination of everything you've learned through the term.

Ask questions if you don't understand what you read or hear. Study the material and learn it.

Attendance and participation	20%
Quizzes	10%
Lab Assignments/Homework	20%
Final Presentation	10%
Final Portfolio	40%

Product Categories

1. Any kind of soap or cleanser
2. Any over-the-counter medication
3. Any kind of car
4. Any commercial recreational attraction
5. Any public service organization
6. A hospital or realty company
7. Chewing gum, candy, cookie
8. A financial institution or insurance company
9. A perfume or aftershave
10. A carpet cleaning service. Plumber. Exterminator.

The instructor must discuss your product categories and work with you before any projects gets final approval.

Do not Procrastinate. Begin learning and practicing skills as soon as possible. Start looking at design and read the texts recommended for this class. When you're visually aware of design and creative advertising, you'll better understand this class and they will help you get motivated.

Your final portfolio will contain THREE campaigns

You will work on the first two campaign individually and the third campaign with one partner. Partners need to be chosen by the second week of classes.

The first two campaigns, you will select two different products or services, conduct research, identify a problem to solve, write a creative brief, and develop three print executions and one radio or TV execution.

The third campaign, you will be part of a team in developing concepts that address a creative brief given to you. You will develop three print executions and one radio or TV execution.

Each person must have a final portfolio containing the three campaigns ... that is three creative briefs, nine print executions and radio scrip/ TV storyboards.

Start working on your final portfolio NOW.

Only one of your campaigns can 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.

Campaigns will be graded on

1. **Research.** Do you have the 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?
2. **Strategy.** Do you have a good plan for positioning your product in the marketplace? How will you use media to communicate your message to the specified audience? Which media will be most effective?
3. **Concept.** Is your idea fresh? Extendible? Effective? Is it appropriate for a campaign, or is it a stand-alone ad?
4. **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?
5. **Presentation.** Were you professional, enthusiastic, thorough, clear, and compelling?
6. **Originality.** Can you create a unique, interesting way of viewing the product or service? Can you attract attention? Evoke interest? Hook emotion? Prompt action?

Acceptable software

- Microsoft Word is for word processing only - not for layouts.
- Adobe InDesign is on the lab computers -and is preferred software for computer production
- Adobe Photoshop is for images, color correcting and scanning - not for creating layouts.
- Adobe Illustrator can be imported to page-layout software, so you may use them for certain projects.

Creative? Me? Yipes...

Does the idea of "being creative" scare you? Some people may be more creatively gifted than others, but everyone has a unique view. You WILL NOT fail this course if you try to do an exceptional job. Let's establish collaborative relationships—critique and guide one another. You will get feedback on work you do for this class.

Absences

Please inform the instructor before class starts if you will not attend.

You may miss two classes without an excuse. However, you will not receive credit for work missed and no make-ups will be offered.

An absence is excused for personal or family health conditions certified by a physician or counselor, holy day, certified University business or participation in a University sporting event or a certified military obligation (must be pre-approved by the instructor one week in advance of the event).

If you miss three or more classes with unexcused absences, your grade will be lowered one letter grade.

You may be counted as absent if you leave class early.

Other Expectations

Be prompt. It is highly unprofessional to be late. Turn off cell phones. Do not work on computers while I'm talking. In other words, be a respectful member of society.

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 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.

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Jan. 8-9	Introduction to course Review syllabus Lecture: Creativity Creativity activity (Present next class)	Read Chapters 13 Brand Loyalty Assignment
Jan. 15-16	Lecture: Developing Creative Strategy Brand Loyalty Assignment Due Lecture: Researching Product Start research on product 1	Read Chapters 1-3 Choose product 1 Ad Exercise
Jan. 22-23	Ad Exercises discuss Lecture: Analyzing the Marketplace and Creative Brief overview	Read Chapters 4-6 Start on Creative Brief 1 (due 2/2)
Jan. 29-30	Lecture: Headlines and Body copy work on idea thumbnails Lecture: Layout and Design	Read Chapters 7-9 Creative brief 1 due Read Chapters 10-12, 14
Feb. 5-6	Indesign Lecture: TV and Radio Ads Present 3 best thumbnails to do ads	
Feb. 12-13	Indesign Quiz 1	Read Chapters 15-20
Feb. 19-20	Photoshop Start research on product 2 Fact Based and Testimonial ads	Choose product 2
Feb. 26- 27	Photoshop Two-fer and Reversal ads Metaphor ads	Read Chapters 21 -23 Start on Creative Brief 2 (due 3/2)
Mar. 5-6	SPRING BREAK	
Mar. 12-13	Checkpoint: Campaign 2 Present 3 creative concepts to class	Creative brief 2 due
Mar. 19-20	Group work on Campaign 3	
Mar. 26-27	Checkpoint: Campaign 3 Present 3 creative concepts to class	Creative brief 3 due
Apr. 2-3	Work on Portfolios	
Apr. 9-10	Work on Portfolios	
Apr. 16-17	Work on Portfolios	
Apr. 23	Last day of class Presentations Portfolios Due	