

# Syllabus - ADV4101 – Spring 2013

**Instructor** James Baer  
**Class** Tuesday 3-4 (9:35-11:30) Weimer 1074  
**Lab** TH 3-4 (9:35-11:30) Weimer 2056  
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**Office** Hours by appointment.  
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**Prerequisites** 3JM-ADV, Minimum grades of C or better in MMC 2100, ADV 3000, MAR 3023 and ADV 3203. Coreq: ADV 3501.

**Course Description** Students will learn how to develop creative advertising strategy for print and electronic media. Course includes preparation of advertisements, including rough layouts and storyboards. Students will develop three campaigns from concept to completion. You will develop your aesthetic and creative sophistication so you'll know how to create not only an effective ad, but an effective ad that people will enjoy seeing/hearing. That means that I'll be pushing your creative limits and challenging you to enlighten, entertain, enrage and engage us with your work.

## **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.
- Explore and learn more about emerging technologies in advertising.

**Required Textbook** Felton, G. (2006) *Advertising Concept and Copy*. NY: Norton & Company. You will have other readings and videos to watch with links posted on E-Learning.

**Suggested Reading** Communication Arts Annuals, Graphis, How, One Show Awards books, Communication Arts (student annual subscription is \$39. [www.commarts.com](http://www.commarts.com)).

**Required Materials** You will need a Jump Drive; a fat, black magic marker; a pad of unlined 11"x17" paper.

**Contacting Me** The best way to contact me is by the email posted above. I check it regularly during business hours. Outside of business hours, not so much, so don't expect replies on weekends or evenings. I check voicemail even less often. Email me instead.

**Evaluation** The portfolio you turn in at the end of the term will serve as your final. It will represent the culmination of all you've learned in this class. Expect to spend many hours outside class working on it. Your grade is based on the following criteria:

Two exams	20%
Homework, Exercises & Critiques	30%
Final presentation (1 of the 3 campaigns)	10%
Final portfolio	40%

**Exams** You will take three scheduled exams over the assigned reading and class lectures. Your lowest exam grade will be dropped. Exams include short answer, T/F, and short essay items.

**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, 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. You will also receive credit for your critiques of your classmates' work.

**Homework – Lynda.com - [lss.at.ufl.edu](http://lss.at.ufl.edu)** Some homework assignments will include watching assigned Lynda.com video tutorials and turning in the completion certificate that Lynda.com will provide you with once you complete a section. Pay close attention to these due dates for watching video since a few of the videos are a little long you will need to watch them over a period of multiple days for the information to cement. **You have free access to Lynda.com as a UF student just go through [lss.at.ufl.edu](http://lss.at.ufl.edu) and click the lynda.com link.**

**Final Presentation** You will make a professional-quality, 10-minute presentation of one of your finished campaigns in front of the class. We will provide the presentation order and an outline of the presentation format later in the semester.

Students in the past have used Powerpoint to complete their final presentation. You may also use other methods as well. For further details, check the assignments section on eLearning.

**Final Portfolio** This final portfolio, consisting of your three campaigns, will serve as your final exam—representing what you've learned this semester. One campaign will involve a national creative competition. One campaign will involve a public service client. One campaign will involve a product of your choice. Details for each will be posted on eLearning.

**Each campaign must have the following components:**

1. Creative briefs
2. Three print executions
3. One broadcast (TV/radio) execution
4. One social media promotion

### **Grading Criteria**

**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?

**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?

**Concept.** Is your idea fresh? Extendible? Effective? Is it appropriate for a campaign, or is it 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.** Can you create a unique, interesting way of viewing the product or service? Can you attract attention? Evoke interest? Hook emotion? Prompt action?

**Attitude.** Unprofessional, disrespectful or negative attitudes can lower your grade.

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### **Grading Scale**

A	95-100	Outstanding work. 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. On time. Maybe a minor flaw. Not 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.
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 and poor attendance

**Follow instructions** Your grade will reflect how well you follow instructions. (In the "real world," you learn about projects during conversations with AEs and clients. You must listen and take notes). If you don't follow written or verbal instructions on your exams, quizzes, and assignments, you won't receive full credit for your answers or work. Don't be afraid to ask for help when you need it.

**Class Attendance** The professor assumes that you're at UF for an education. Roll won't be taken in class everyday, but "spot" roll-taking and in-class assignments serve this purpose. Exam questions come from the material presented in class lectures, example slides, videos, the book, and class activities. If you don't come to class, you won't see examples or be able to ask questions. In addition, class attendance is where the professor decides whether your 89.7 is a B+ or an A.

**Excused Absences** In order to receive an excused absence, you must let the professor know you will miss class **BEFORE** the class meets except in certain (rare) emergency situations. You may call (I have an answering machine with a time/date stamp on it) or send an e-mail message. Explain why you will not be in class, and bring in written documentation to verify your excuse when you come back to class. Make sure to make a photocopy of the documentation if you need it for other classes. Documentation must be checked before an excused absence is accepted.

**Class Rules** Be on time. In the ad world you'll have to be on time for work and meetings. **No beepers or cell phones.** This is inconsiderate. 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, 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.

#### **How to do well in this class**

- Keep up with the material as you would for a foreign-language class. Immersion!
  - Ask questions if you don't understand
  - Start looking at design and reading the trade press.
  - Start collecting ads that you find particularly creative/effective.
  - Don't wait until the last minute to study or start working on your designs.
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**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.

**But I'm not creative!** 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 all work you do for this class.

**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.

**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.