

# Syllabus - ADV4101 – Fall 2013

**Instructor** James Baer  
**Class** Monday 7-8 (1:55-3:50) Weimer 1078  
**Lab** Wednesday 6-7 (12:50-2:45) Weimer 2056  
**Office** Weimer 2093  
**Office Hours** Monday & Friday 5 (11:45-12:35)  
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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 8.5x11 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:** Grades is based on the following criteria:

- |   |     |
|---|-----|
| • Two exams (take 3, drop one)              | 17% |
| • Homework, lab exercises & critiques       | 17% |
| • Final presentation (1 of the 3 campaigns) | 50% |
| • Final portfolio                           | 17% |

**Exams:** You will take three scheduled exams over the assigned reading and class lectures. Your lowest

exam grade will be dropped. Exams may 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:** 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 sink in. **You have free access to Lynda.com as a UF student just go through lss.at.ufl.edu and click the lynda.com link.**

**Final Presentation:** You will make a professional-quality, 15-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.

**Final Web 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:**

- Creative briefs
- Three print executions
- One broadcast (TV/radio) execution
- 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.

**Grading Scale:** Grades are not negotiable unless I've made an error in calculation. I will use the following scale when determining your final letter grade\*:

|        |       |       |       |       |       |       |       |       |       |       |      |
|--------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|------|
| A      | A-    | B+    | B     | B-    | C+    | C     | C-    | D+    | D     | D-    | F    |
| 95-100 | 90-94 | 86-89 | 83-85 | 80-82 | 76-79 | 73-75 | 70-72 | 66-69 | 63-65 | 60-62 | 0-59 |

**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 do so by sending 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.

### **Academic Honesty**

Academic honesty is an important issue of concern at the University of Florida. Students who violate University rules on scholastic integrity are subject to disciplinary penalties, including the possibility of failure in the course and dismissal from the University. Since dishonesty harms the individual, other students, and the integrity of the University, policies on scholastic dishonesty will be strictly enforced. On all work submitted for credit by students at the University of Florida, the following pledge is implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment."

**Visit the Student Conduct and Conflict Resolution's website**  
**(<http://www.dso.ufl.edu/sccr/honorcodes/honorcode.php>) for more information.**

### **Respect**

In the real world, you will have to be on time for work and not leave meetings early. Therefore, I am expecting you to do your best and to respect the class by:

- Attending all lectures, presentation, and exams.
- Being on time.
- Being prepared for class and being familiar with any announcements or e-mail notices via e-mail or course website announcement.
- Please do not bring any food during the class.
- Being focused on the lecture and being active learners: any personal conversation during class will distract the class-learning environment.

### **Students with Challenges**

I am committed to help students with any type of challenges, while abiding by the standard code of confidentiality and fairness. In order to address special academic needs, the instructor must be informed of the student's circumstance at the beginning of the semester before performance becomes a factor. Students affected by such challenges should provide an official statement from the Dean of Students Office (<http://www.dso.ufl.edu/drc/>) explaining his/her situation.

***Counseling Services***

The Counseling and Wellness Center at the University of Florida is the primary provider of counseling, mental health, and psychiatric services for UF students. The Center's goal is to help students to be maximally effective in their academic pursuits: first, by reducing or eliminating emotional, psychological, and interpersonal problems that interfere with your academic functioning. Secondly, by helping students to thrive, grow in self-understanding, self-responsibility, and optimal life functioning. Visit the Center's website (<http://www.counseling.ufl.edu/cwc/our-mission.aspx>) for more information.