

# Copy & Visualization

**adv 4101 • Summer A 2013**  
instructor: lisa duke cornell  
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office hours: TW 4 p.m.  
Or by appointment.

## **Prerequisite**

3JM-ADV, Minimum grades of C or better in MMC 2100, ADV 3000, MAR 3023 and ADV 3203. Coreq: ADV 3501.

## **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.

## **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 creative team.
- Develop/improve creative presentation skills.
- Acquire essential design principles and layout skills.
- Learn some basics of computer graphics and layout applications, i.e., Photoshop and InDesign.
- Learn how to create advertisements for multicultural and/or international audiences.
- Constructively evaluate your own work and the work of others.

## Required materials

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

8 or 16 GB thumb drive; Fat, black magic marker; One pad unlined paper that is 11x14 (NOT 8.5x11).

## Suggested Textbooks

*Advertising: Concept and Copy 2nd edition*, Felton

Suggested Reading: *How, One Show Awards* books, *Communication Arts* magazine (If you're serious about design, get a subscription. [www.commart.com](http://www.commart.com)).

## Contacting the instructor

The best way to contact me is via email. I check that a lot. 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 AND I have young children at home. I don't check my answering machine much and can't check it when I'm working away from the office, so if you need a response from me, don't leave a voicemail. Email me instead.

## Evaluation

The presentation you do at the end of the term will serve as your final. It will represent the culmination of everything you've learned this semester. Expect to spend many hours outside class working on it. Your class grade will be derived from your performance on the following projects:

1. One quiz 100 points
2. Homework/exercises/critiques 100 points
3. Final presentation 100 points
4. Attendance/participation 100 points
5. Peer evaluation 100 points

**Homework/exercises.** You receive credit for on-time class participation. Throughout the semester, you will be required 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 be penalized (depends on the assignment). You may not give me your ad to present in lab ahead of time for an unexcused absence; you must be physically present to present ads in lab. Furthermore, ***missing a lab for an unexcused reason will not only lose you attendance points, but you will also lose points for not being in class and prepared.***

**Practice creative.** These are pieces that you will create in and out of class, on deadline, putting into practice the lessons of the week.

**Final Presentation.** You will be part of a professional-quality, 30-minute presentation of the finished campaign. I will presentation format later in the semester.

Creative concepts will be graded on:

*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? 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.* Do I want to run down the hall and show your work to every person I 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?

**Lynda.com:** Each student is required to take the “Essentials” courses for CS 6 InDesign and Photoshop on Lynda.com, a tutorial service provided through UF. Certificates of completion must be sent to me by the due dates on the syllabus.

## Grade Scale

**A+ 97-100** Your work was consistently the best in the class.

**A 94-96.9** Outstanding work. Unexpected, well crafted, on time.

**A- 90-93.9** Very good work. Not exactly the most creative idea though. Well-crafted and 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.

**D- 60-62.9** Little effort. No idea. Poor writing. Messy. On time.

**E 0-59.9** No effort. Late. Didn't follow assignment or instructions. **NO UPGRADE AVAILABLE IF LATE.**

**Re-do** Did not follow assignment or ad doesn't fit the creative type (e.g., demonstration) so must re-do. Due the next class.

If you get a negative evaluation on a practice ad that was turned in ON TIME, you may re-submit this work for an “upgrade” up to a B+. **All re-dos are due at the beginning of the class after the assignment was handed back to you.** No upgrades on B+ (88%) or better work. Also, no upgrade points on homework assignments (with the exception of the creative brief). For grammar or spelling errors, you may fix the error and turn back in the next week for partial points back. ALL REDOS MUST BE STAPLED TO THE ORIGINAL WORK – REDOS CAN NOT BE ACCEPTED IF THE ORIGINAL WORK IS MISSING.

**Other grading factors** I will also take into account attitude, behavior, effort, and the like in your final grade, which may result in a higher or lower grade.

## Absences

There is a high correlation between regular class attendance and the best grades. I reserve the right to reduce your final grade 2 letter grades for each unexcused absence. We only meet twice a week so come to class.

An absence is excused for **urgent** personal or family health conditions certified by a physician or counselor, *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 that class day that you will be or were absent in order to be excused. **DON'T SCHEDULE NON-URGENT DOCTOR'S APPOINTMENTS (YEARLY DENTAL CHECK-UP, PHYSICALS, ETC.) DURING CLASS TIME; THESE WON'T BE EXCUSED.** If you know you're going to miss class, you must tell me in writing. I need written records, and I quite honestly can't keep track of everything that is told to me. What doesn't count for excused absences? Entertaining out-of-town guests, missing airplanes, sick roommate/pet, etc. If it isn't mentioned in the paragraph above, it isn't excusable.

If you leave class before it ends without my OK, you may be counted as unexcused. If you read a newspaper, play on the Internet, etc. during critiques, you will be asked to leave class/lab and be counted absent for the day.

**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. Also if you

missed class and it was an excused absence, it is your responsibility to ask for any assignments, handouts, etc. in the following class period and not right before the exam.

If you miss class/lab with an excused absence you can make it up by next lab, however 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 handouts, notes, and/or explanations of missed material from your classmates. Also, I will not go over the computers again even if you have an excused absence.

### **Late Policy**

I know we all are late from time to time, but now is the time to get used to getting to meetings (class) on time. If you come to class more than 20 minutes late, you will not be counted as having attended class that day.

### **Other expectations**

**I expect you to turn off your cell phone in class and not to work on the computers when I am or others are talking. Please refrain checking from e-mail and FB during lab time.**

### **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 errors.

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

### **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 NOT fail this course if you try to do a good job. Let's establish collaborative relationships—critique and guide one another. Your work will be better for it.

Try to develop a thick skin quickly. Critiques aren't meant to hurt you; they're to help you learn. The people who do the best work solicit criticism and make their work better as a result of it. If you hide from criticism or refuse to respond to it, your work cannot improve. EVERY ONE OF YOU WILL GET FEEDBACK ON EVERY PIECE OF WORK YOU DO IN THIS CLASS. It may come from me or from peers. Welcome it. It's necessary for your creative growth.

**NOTE: YOU WILL LOSE POINTS ON YOUR GRADE FOR ANY LAB THAT YOU COME TO UNPREPARED (MEANING WITHOUT YOUR AD/CONCEPTS READY TO PRESENT). I ALSO RESERVE THE RIGHT TO TAKE OFF POINTS IF, IN MY OPINION, YOU THREW YOUR AD TOGETHER BEFORE 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. If your disability requires special testing arrangements (e.g., extra time, quiet environment), you will be taking your exams at the disability office and not in the building. 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. 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:<http://www.dso.ufl.edu/judicial/procedures/honestybrochure.php>

## FAQs

1. “I have no desire to pursue a creative career. Why do I have to take this course?”

A: No matter what avenue of advertising you ultimately pursue, you will need the creative thinking skills you develop in this class. You will need to understand how advertising is “constructed” and what differentiates good creative from bad. Finally, you may discover a talent for creative that you did not know you had. Frequently, students decide on creative careers as a result of taking this class.

2. “Is this an easy class, because I’m taking a full load/working/not very motivated?”

A: 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.

3. “Isn’t creative totally subjective?”

A: No, not totally. Good writing is good writing. You either grab attention, or you don’t. Your design either uses/maximizes design principles or not. Your campaign is either cohesive or not. However, ultimately I am the one that judges just how creative your idea is. Remember, I’ve been doing this for a long time and have seen tons of ads. I also tend to see the same ad ideas over and over for similar products. These ideas may be “solid” but aren’t creative.

Syllabus is subject to change with instructor notification. There may be extra credit opportunities related to research studies.

# course schedule

<b>date</b>	<b>to do</b>
Tuesday, 5/15	Go over syllabus, intro lecture Read Ch. 1-6
Thurs., 5/17	No lab; Dr. Duke at conference CS 6 InDesign Essential Training (8 hours, 25 mins. I must receive the Lynda.com certificate certifying your completion by Tuesday, 5/22)
Tues., 5/22	Briefs, Creativity and strategy lecture <b>Declare fun product.</b> Begin working on creative briefs for fun product. Due in lab, 5/24. Read Ch. 16-19 CS6 Photoshop Essential Training (10 hours, 34 mins. I must receive the Lynda.com certificate certifying your completion by Tuesday,)
Thurs., 5/24	Creative Briefs are due. Lecture: Creative Tools Lecture: Copywriting.
Tues., 5/29	Quiz 1. Read Ch. 7-9, 13-14 Present ad for fun product based on demo/fact/testimonial for critique. Lecture: Radio and TV.
Thurs., 5/31	<b>Present two-fer or reversal ad.</b> <b>Present metaphor ad. (2 ads total.)</b> <b>Lecture: Non-traditional media</b>
Tues., 6/5	<b>Turn in all 3 print ads.</b> Present TV, radio or non-traditional media idea. Read Ch. 10-12

Thurs., 6/7

Quiz 2  
Read Ch. 20  
Turn in TV, radio or non-trad. Idea.  
Checkpoint for Campaign 2. 20 thumbnails.

Tues., 6/12

Present concept for Campaign 2.  
Lecture: Layout and Design.

Thurs., 6/14

**Portfolio work day.**

Tues., 6/19

Individual meetings with Dr. Duke

Thurs., 6/21

Last Class! Final presentations.

FINAL PORTFOLIOS DUE ONLINE AND IN  
BOX OUTSIDE MY OFFICE BY NOON, 6/25.  
One letter grade will be lost for each 5  
minutes late.