



# copy & viz

**adv 4101 • summer a 2013**

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Thursdays by appt.



**“Curiosity about life in all of its aspects, I think,  
is still the secret of great creative people.”**

### Contacting the professor

The best way to contact me is via email. I check that a lot. However, I rarely check email outside of business hours, so don't expect replies on weekends or evenings. 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. That is your best guarantee of a response.

### 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 more basics of computer graphics and layout applications.
- Learn how to create advertisements for multicultural and/or international audiences.
- Constructively evaluate your own work and the work of others.
- Explore and learn more about nontraditional advertising.

### Required materials

IMPORTANT! By the second class, you need to have the following items:  
Jump drive; Fat, black magic marker; One pad unlined paper that is 11x14  
(NOT 8.5x11). You'll be buying new paper if you don't buy the right size.

### Textbooks

Required: Access to Adobe CS Suite

Recommended: *Advertising: Concept and Copy 2nd edition (or later)*/G. Felton

**Suggested Readings:** *How*, One Show Awards books, *Communication Arts* magazine (If you're serious about design, get a subscription. They have student rates of \$39 per year. Call 1.800.258.9111 or visit their website at [www.commart.com](http://www.commart.com)).

- *The Advertising Concept Book* by Barry
- *Made to Stick* by Heath and Heath

## Evaluation

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 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. Final take home exam (100 points)	100
2. Homework/exercises/critiques	73*
3. Practice Creative	100
4. Presentation	25
5. Campaign 1	200
6. Campaign 2	100

**Exam.** You will take a final take home exam that covers class lectures. Exams include short answer, T/F, and short essay items. NO MULTIPLE CHOICE. You will turn it in on elearning. I must be able to open your file for you to get credit.

**Homework/exercises.** 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 or homework 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 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 20 points for not being in class and prepared.** Points per assignment, as indicated in syllabus schedule: **73 points total.** \*These points may increase or decrease over the semester depending on our time management in class.

**Participation.** You will also receive credit for your critiques of your classmates work in class. I will award these points on the spot in class: 1 point for each helpful comment. (You may earn up to an additional 5 points of extra credit here). **Total: 10**

**Practice creative.** These are pieces that you will create in and out of class, on deadline, putting into practice the lessons of the week. **EVERY ONE OF THESE PRACTICE CREATIVES WILL BE DONE USING THE SAME PRODUCT, WHICH I LOVINGLY CALL "YOUR FUN PRODUCT."** Therefore, choose your "fun product" wisely, so you won't be bored or run out of ideas. You will develop your final campaigns from this initial work. **100 total.**

**Final Presentation.** You will make a professional-quality, 10 minute presentation of your Brand YOU materials. I will provide the presentation order and an outline of the presentation format later in the semester. This is worth **25 points.**

**Online Portfolio.** Your portfolio will consist of two campaigns. The first campaign will be for a product that fits into one of the categories below. For example, you could choose to do a campaign Breck

**"I'm not really an ad man. I'm just a guy who likes to write about cool things."**





**“There is no such thing as a Mass Mind. The Mass Audience is made up of individuals. When advertising is aimed at millions, it rarely moves anyone.”**

shampoo (category 1) or Windex (category 4). NO CAMPAIGN may 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. **NO ADS FOR LOCAL OR REGIONAL BUSINESSES. NO ADS FOR RESTAURANTS.** Campaign 2 is the Brand You campaign.

Product categories:

1. Any kind of toiletry (shampoo, toothpaste, etc.)
2. Any over-the-counter medication
3. Any kind of car
4. Any kind of household product
5. Airlines or other kinds of services
6. Any kind of packaged food item (gum, cereal, etc.)
7. Cosmetics
8. Beverages
9. Electronics
10. Other ideas that are approved by your instructor.

YOU MAY NOT DO A CAMPAIGN FOR: condoms, water pipes, and the like. Use common sense!

Your final portfolio will contain 2 campaigns.

**Campaign 1** consists of a creative brief, two print executions, one TV/radio execution, one billboard, one banner ad, and one nontraditional advertising execution. 200 pts

**Campaign 2** consists of a personal logo, resume, letterhead, business card, and online portfolio site that showcases these elements along with campaign 1. 100 pts.

Start working on your final portfolio by mid-semester.

There will be checkpoints to gauge your progress. You may work with a partner to develop campaign 1 for your final online portfolio. If you use a partner, you will work together on campaign 1 only. Partners receive the same grade for campaign 1. No excuses if a partner fails to turn in the project or do his/her share of the work. If you work with a partner for campaign 1, you need to list both your name and your partner's on your online portfolio website.

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 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?

## 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+	87-89.9	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+	77-79.9	Expected executions; craftsmanship problems; other flaws
C	73-75.9	Expected executions; lapses in craftsmanship, flawed
C-	70-72.9	Expected executions; lapses in craftsmanship and major flaws
D+	67-69.9	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. Late. Didn't follow assignment or instructions.

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

## 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. Texting, Facebooking, etc. during class will also result in a 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 10% for each unexcused absence. We only meet twice a week so come to class. Each class is equivalent to 1.5 weeks of a long semester so don't miss!

I will consider excusing a student in an extreme case, which is at my discretion. **DO NOT SCHEDULE DOCTOR'S APPOINTMENTS, JOB INTERVIEWS, OR PERSONAL TRAVEL DURING THESE 6 WEEKS!**

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 deducted 10 points from your participation score.

If you miss class/lab, you will not receive credit for work missed and no makeups will be offered. 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

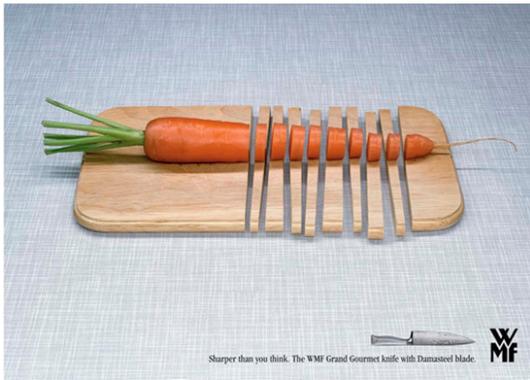
I know we all are late from time to time, but now is the time to get used to getting to meetings (class) on time. You will have 10 points deducted from your attendance points for *each* time you're late after the first time. If you come to class more than 30 minutes late, you will not be counted as having 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.

**“Images call on the emotion rather than the intellect.”**





**A copywriter, like a lawyer, builds cases for clients by selecting truths that are positive and omitting truths that aren't."**

## 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 10 points for every misspelled word (including mixing up homonyms such as it's and its) and 5 points for every grammar/punctuation error. These points will be doubled on the final portfolio.

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 20 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. Please meet with me during office hours to discuss your accommodation. My son has learning disabilities (dyslexia & ADHD) so I am quite knowledgeable and sympathetic to learning differences.

## 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. Q: “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. Q: “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. Q: “Do I have to finish my work on the computer?”

A: You must do your work on a computer. Computer skills greatly enhance your marketability after graduation. Also, the only way to learn them is to practice!

“Advertisers are an uninvited guest in the living room of a prospect who has the magical power to make you disappear instantly.”





**“Just because your ad looks good is no insurance that it will get looked at. How many people do you know who are impeccably groomed...but dull?”**

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**4. Q: “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.

Class schedule follows on next page.

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

**“There is no such thing as long copy.  
There is only too-long copy. And that can be two words,  
if they’re not the right two words.”**

# course schedule

date	to do
<p>Mon., May 13</p> <p>The italicized chapters are for those who bought books and want to follow along.</p> <p>The bold italicized readings are for everybody.</p>	<ul style="list-style-type: none"> <li>• Go over syllabus. Fill out information sheets.</li> <li>• Discuss Wix and identity system design.</li> <li>• In Design and Photoshop practice.</li> <li>• Begin Creativity, strategy &amp; brainstorming lecture.</li> </ul> <p><i>Chps. 1-6, 13, <b>Robin Landa piece on Sakai.</b></i></p> <p><b>For Wednesday class: Present ad for you (2 pts), declare fun product, turn in 10 thumbnails for Vespa ad and 10 thumbnails for personal logo (2 pts).</b></p>
<p>Wed., May 15</p>	<ul style="list-style-type: none"> <li>• Award show immersion.</li> <li>• Creativity, strategy &amp; brainstorming lecture.</li> <li>• Branding exercise (2 pts E.C.)</li> <li>• Copywriting lecture.</li> <li>• <b>Present ad for you (2 pts)</b></li> </ul> <p><b>Due at beginning of class: Declare fun product. 10 thumbnails for Vespa ad and 10 thumbnails for personal logo (2 pts).</b></p> <p><i>Read Chps. 7-9, 14-20 for next week. <b>Look at Brand You powerpoint on Sakai.</b></i></p> <p><b>For Monday: Resume due. Bring hard copy.</b></p> <p><b>For Wednesday: Creative brief for fun product due on Sakai</b></p>
<p>Mon., May 20</p>	<ul style="list-style-type: none"> <li>• Photoshop training.</li> <li>• Work on Brand You and online portfolio site. Work on Soda ad in Photoshop.</li> <li>• Copywriting lecture finished. May begin creative tool lecture.</li> </ul> <p><b>Due at end of lab: Design a Vespa ad in InDesign (5 pts). Resume due (2 pts). Bring hard copy of resume.</b></p> <p><b>For Wednesday: Creative brief for fun product due on Sakai</b></p>
<p>Wed., May 22</p>	<p>Creative tools and Layout &amp; Design lectures.</p> <p><b>Due at beginning of class: Creative brief for fun product. Post on Sakai (10 pts).</b></p> <p><i>Read Chp. 10-12 for next week.</i></p>

date	to do
Mon., May 27	<p>NO CLASS DUE TO MEMORIAL DAY HOLIDAY.</p> <p><b>For Wednesday:</b></p> <ul style="list-style-type: none"> <li>• <b>VIEW the TV lecture online (at Sakai). Take the quiz that follows it (10 pts). Submit quiz on Sakai.</b></li> <li>• <b>Soda ad in Photoshop (10 pts.). Submit in Sakai.</b></li> <li>• <b>Two rough print ads. SEE SAKAI FOR ADDITIONAL INFORMATION.</b></li> </ul>
Wed., May 29	<ul style="list-style-type: none"> <li>• Nontraditional and outdoor advertising lecture.</li> <li>• <b>Present 2 rough print ads for your fun product.</b> Ad 1 will be either a fact-based, demonstration (not a straight demo ad) or two-fer. Ad 2 will be either a reversal or a metaphor.</li> </ul> <p><b>Due today at beginning of class: TV quiz (10 pts). Soda ad in Photoshop (10 pts.). Submit both on Sakai.</b></p> <p><b>For Monday: Create a TV spot for your fun product. Banner Ad in Photoshop homework. Final print ad due (50 pt).</b></p>
Mon., June 3	<ul style="list-style-type: none"> <li>• Class officially starts at 11:30 this day</li> <li>• Work on campaigns 1 and 2.</li> <li>• Work on and complete Web banner assignment (10 pts).</li> <li>• <b>Present TV spot for fun product</b></li> </ul> <p><b>Due today at beginning of class: Final print ad for fun product (50 pts).</b></p> <p><b>Due today by end of class: Banner Ad in Photoshop homework (10 pts). Submit on Sakai.</b></p> <p><b>For Wednesday: Dental Ad due (20 pts). Present 6 creative concepts for final campaign. Present nontraditional idea for fun product.</b></p>
Wed., June 5	<ul style="list-style-type: none"> <li>• Radio lecture.</li> <li>• <b>Present 6 creative concepts for campaign 1 (2 pts).</b></li> <li>• <b>Present nontraditional idea for fun product.</b></li> </ul> <p><b>Due beginning of class: Dental Ad due (20 pts).</b></p> <p><b>For Monday: Final TV spot for fun product (25 pts) and final nontraditional idea for fun product (25 pts) are due. 2 roughs for campaign 1</b></p>

date	to do
Mon., June 10	<p>Portfolio work. I want to see 2 roughs for campaign 1.</p> <p><b>Due at beginning of class: Final TV spot for fun product (25 pts). Final nontraditional idea for fun product (25 pts).</b></p> <p><b>For Wednesday: Present online portfolio site and Brand You items (25 pts). Final Campaign 2 due. Submit link to site on Sakai. (100 pts)</b></p>
Wed., June 12	<ul style="list-style-type: none"> <li>• <b>Present online portfolio site and Brand You items (25 pts)</b></li> </ul> <p><b>Due: Campaign 2. Submit link to site on Sakai. (100 pts)</b></p> <p><b>For Monday: Campaign 1 due by 3 p.m. (200 pts)</b></p> <p><i>Anyone who finishes and submits Campaign 1 by 3 p.m. Friday, June 14 will receive 10 extra credit points to be added to Campaign 1 score.</i></p>
Mon., June 17	<ul style="list-style-type: none"> <li>• Portfolio work day.</li> <li>• Goodman out of the country.</li> </ul> <p><b>FINAL PORTFOLIOS DUE AT 3 p.m. All items must be posted to your online portfolio.</b></p>
Wed., June 19	<p><b>Final exam due (100 pts). Submit on Sakai by 11 a.m.</b></p>