



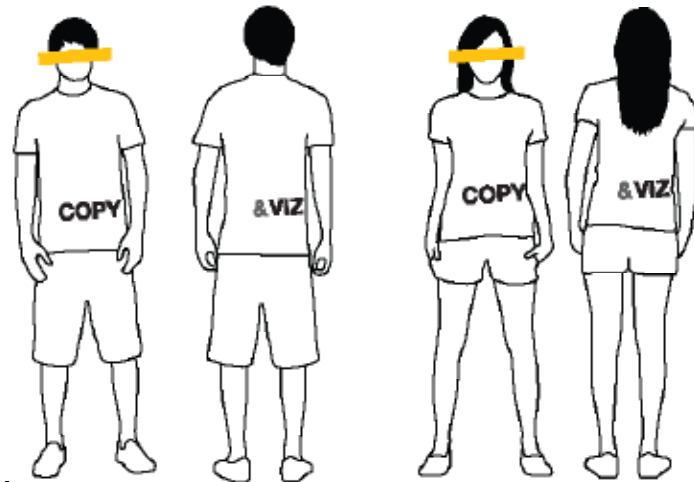
COPY & VIZ.

ADV4101 / FALL 2012/ Sabrina Habib and Jeff Williams

Lecture: (Habib & Williams)Tuesday / 5-6 / 11:45 a.m.-1:40 p.m. / FLG 245
Lab (Williams): Thursday / 3-4 / 9:35-11:30:pm / WEIM3024
Lab (Williams): Thursday / 6-7 / 12:50-2:45am / WEIM2056
Contact: sabrinah@ufl.edu / jeffwill@ufl.edu

This course will provide the application of creative strategy for print and electronic media. You will develop aesthetic and creative sophistication. You will learn how to create an effective ad (i.e. - one that people will enjoy seeing / hearing). This course will challenge you to enlighten, enrage and engage us with your work.

“Properly practiced creativity can make one ad do the work of ten.”
Bill Bernbach



Prerequisite.

3JM-ADV, Minimum grades of C or better in MMC 2100, ADV 3000, MAR 3023.

Core req.: ADV 3501.

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, and InDesign
- Constructively evaluate your own work and the work of others.

Required materials.

IMPORTANT! By the second class you need to have the following items: Jump drive, Sketch Pad 8.5x11 and textbook

Textbook.

Required: Advertising Concept and Copy by G. Felton (the newest edition).

Required: Information Design Workbook by Kim Baer

You will have other readings and videos to watch with links posted on E-Learning



Contacting us.

The best way to contact us is via email. However, we don't check email outside of business hours; so don't expect replies on weekends or evenings. It's not that we don't care about you, but most business people follow.

Whenever possible, check the eLearning page first for due dates etc.
You may also contact us through the class facebook page.

Websites you will need for this class

lss.at.ufl.edu--This gets you to E-Learning and Lynda.com



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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. Get over being shy!

VIDEO HOMEWORK-LYNDA.com.

Some homework assignments will include watching assigned Lynda.com video tutorials.

You have free access to Lynda.com as a UF student just go through lss.at.ufl.edu and click the lynda.com link.

You will also have an exam about each software that you learned by watching Lynda.com videos

Exams

You will take one scheduled exam over the assigned reading and class lectures. Exam includes short answer, T/F, and short essay items.

Final Presentation.

You will make a professional-quality, 10-minute presentation of your finished campaigns/projects 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. We encourage other more creative methods as well. For further details, check the assignments section on eLearning.

Website Portfolio.

The website portfolio you turn in at the end of the term will serve as your final portfolio. It will represent the culmination of everything you've learned this semester. Expect to spend many hours outside class working on it. A large portion of your class grade will be derived from your performance on projects.

When working on self assigned projects:

DO NOT USE 18-24 year olds / college students. There is a very large and accessible population of non-18-24 year olds and some that have never been to a university. In advertising, you will need to be able to work in many different demographics to properly develop solutions for a client's product / service.

Product categories that are acceptable:

1. Toiletries (shampoo, toothpaste, etc.)
2. Over-the-counter medication
3. Cars
4. Household products
5. Airlines or other services
6. Packaged food item (gum, cereal, etc.)
7. Cosmetics
8. Beverages
9. Electronics

Products like sexual content, water pipes/drug paraphernalia, etc are OFF LIMITS. Use common sense!

Portfolio Deliverables.

Your portfolio is a web based document. The due date and deliverables will be listed on eLearning.

Working with 1-2 partners on campaigns is perfectly fine (no more than three to a group). If you choose to use a partner(s), you will work together on the entire campaign. You may have different partners for different campaigns. Partners receive the same grade for their work. No excuses if your partner fails to turn in the project or do their share of the work (sorry). Each team will turn in one campaign, clearly labeled with each partner's name. Each person must make their own final campaign presentation on different days. Each student will need the entire campaign in their personal web portfolio. PLEASE do not point links to others websites , if two people worked on a campaign the entire campaign should be visible on both webportfolios.

When including your work, be sure you have utilized the criticism you were given in class and the evaluations. We will be looking for improvements to your work. The creativity of the portfolio is also given consideration. Do not put high resolution pdf files on your site that take too long to download. nstead create a slideshow of the pdf by splitting it up page by page.

Grading scale.

- A 95-100 Outstanding work. Original, 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 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.
- F 0-59.9 No effort. Didn't follow assignment or instructions and poor attendance

You can produce a solid ad, but receive a B execution. "Solid" means that there is nothing wrong with the execution but the idea itself isn't as creative as it could be. The concept and imagery must work together in harmony and achieve success together for an excellent grade. The ads should work for your target audience.

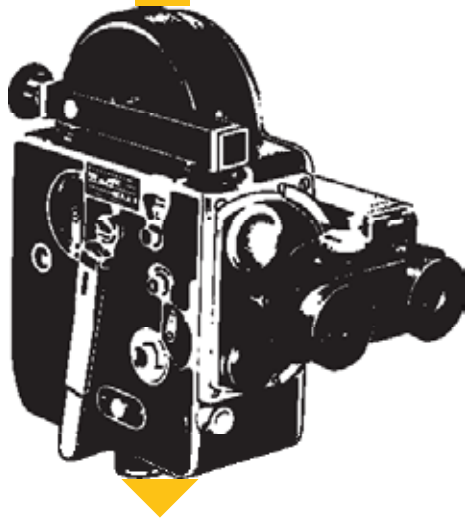
Points breakdown.

5 Creative Projects Creative 1---25pts Creative 2---25pts Creative 3---25 pts Creative 4---25pts TOTAL: 100	Campaign #2 Creative Brief, Thumbnails and final executions and presentation. TOTAL: 100	Campaign #3 Creative Brief, Thumbnails and final executions and presentation. TOTAL: 100
Exam 50 2 Lynda exams 50 TOTAL: 100	Final Web Portfolio Total 100	Attendance /Participation 100 TOTAL: 100

GRAND TOTAL

600 POINTS / 6 = FINAL GRADE

Lynda Certificate Bonus
 If you received a less-than-stellar evaluation on Campaign 1 or 2 and the assignment was turned in ON TIME, you may opt to watch an advanced Lynda series video and earn a certificate for an additional 3 points. Certificate must be emailed directly through Lynda.com certified email.



Grading criteria.

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? Original? Unique Extendible? Effective? Is it appropriate for your campaign, or is it a stand-alone ad?

Presentation.

Were you professional, enthusiastic, thorough, clear and compelling?

Craft / execution.

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 the design and copy fit your target audience and the product? Are your visuals appropriate and arresting?

Originality.

Do we want to run down the hall and show your work to every person we 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?



Absences.

There is a high correlation between regular class attendance and the best grades. I reserve the right to reduce your final grade 1/2 a letter grade for each unexcused absence. If you miss more than 8 classes you will fail this course. 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 and lectures, you will be deducted 10 points from your participation score.

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. You will have 2 points deducted from your attendance points for each time you're late after three late class periods. 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. You MUST refrain from checking e-mail and FB during lab time. Please be respectful of this.



Execution

Usually, thumbnails or rough marker comps are 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 error.

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

Backup


It is important to have a backup workflow and follow the procedures for everything you are trying to save on the computer. The computer harddrives on campus are formatted of student files everyday so do not store your files on them. Now is the time to start thinking about backups of your backups.



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 pass 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.

Critiques aren't meant to hurt; they're meant to help you learn. The people who do the best work solicit criticism, resulting in a better product. 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 us or from your peers. Welcome it. It's necessary to be creative.



FAQ.

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, or career path in general, you will need to think creatively. You will need to understand how advertising is “constructed” and what differentiates good creative from bad.

Finally, you may discover a talent for creative work that you did not know you had. Frequently students decide on creative careers as a result of taking this class. In most careers outside of creative, you will still have to come up with creative ways to solve problems.

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. Also, keep in mind, everyone is not able to “turn on” and “turn off” being creative. Sometimes a great idea will appear at the strangest of times. We recommend having notepad or sketchbook nearby. Also, it is very hard to schedule time to “be creative”.

Q: Do I have to finish my work on the computer?

A: You are not required to do so. Well-executed and hand-drawn work is just as likely to earn an “A” as computer-generated work. However, it behooves you to learn as much as you can about the graphics programs while you are in this class. Computer skills greatly enhance your marketability after you graduate. Also the only way to learn them is to practice!

Q: Can we make our final presentation as a team?

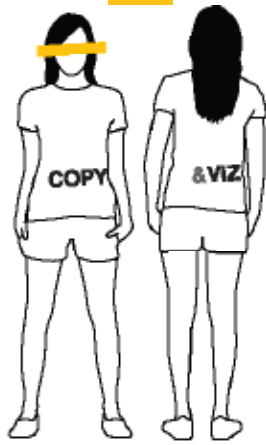
A – No. Each person gets a solo presentation grade.

Q: Isn’t creative totally subjective?

A: Not entirely. Good writing is good writing. You either grab attention or you don’t. A designer either uses / maximizes design principles or he/she doesn’t. Your campaign is either cohesive or not. However, ultimately we will evaluate the level of your creativity.

Q: How should I ask someone if my ad is good?

A: Naturally people (friends, parents or strangers) aren’t going to want to offend you or hurt your feelings. So ask them if they “get” your ad. If you have to explain anything to them, then go back to the drawing board. It often helps to have them explain it to you. A lot of times students tend to say they get more out of critiques than from family members or friends specifically because giving criticism involves understanding the critiquing process which is sometimes difficult for people that are outside of this field.



Students with disabilities.

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students will provide documentation of the student who must then provide this documentation to the instructor when requesting accommodations. If you have a disability, you'll need to make an appointment with one of us to discuss your accommodations. Don't try to throw us your disability letter and run! If your disability requires special testing arrangements (eg., 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 and 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, 352-392-1261. You can review UF's academic honesty guidelines in detail at: www.dso.ufl.edu/judicial/procedures/honesty-bruchure.php.

Spring Tentative Course Schedule.

JANUARY 2013

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8 Intro The Creative Brief Begin Reading Book Watch Lynda Happy Thoughts	9	10 Lynda Get Wix Website Chair Project 1 Creative Brainstorming	11	12
13	14	15 Copy Writing Lecture & Mind Mapping	16	17 Intro Photoshop 3 - Digital Comps Project 2	18	19
20	21	22 Headlines & Visuals	23	24 Chair Project 1 Due Present it with comps and reasearch How to Critique It	25	26
27	28	29 Layout & Design & Color Theory	30	31 Information Design Semiotics Lecture Photoshop Lab for project 2		

FEBRUARY 2013

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5 Strategy	6	7 Project 2 Due Photoshop Lab	8	9
10	11	12 Radio	13	14 In Design Lab Artist Proposal Project 3	15	16
17	18	19 Television	20	21 In Design Lab Work on Project 3 Together	22	23
24	25	26 Interactive	27	28 Project 3 Due w/ Presentation		

MARCH 2013

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5 UF Spring Break	6	7 UF Spring Break	8	9
10	11	12 Digital Web How to be Creative	13	14 Brainstorming Strategy for Campaign 1	15	16
17	18	19 Non Traditional	20	21 Campaign 1 Final Work Day Campaign 2 Assigned	22	23
24	25	26 Guest Speaker	27	28 Work Day	29	30
31						

APRIL 2013

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2 Multicultural Advertising	3	4 Campaign 1 Due Presentation	5	6
7	8	9 Presentation	10	11 Campaign 2 Final Lab Work Together	12	13
14	15	16 TBA	17	18 Campaign 2 Final Presentations	19	20
21	22	23 Campaign 2 Final Presentations	24	25	26	27
28	29	30				