

A man in a white shirt is pointing towards the right. In the background, there is a blurry figure of a person with a dark beard and a white head covering.

PORTFOLIO II “IT’S A MUST”

SPRING 2024. JANUARY 10TH

YOU SUCCEED OR YOU ARE OUT OF THE MARKET.

PORTFOLIO II “IT’S A MUST”

Baby Steps are for Babies, Not
Brands. Be Amazing or Be Surpassed.

Lee Clow

SYLLABUS

ADV 4950

PORTFOLIO II. IT'S A MUST

SPRING 2024

Professor: Mariano Germán-Coley

E-mail: m.germancoley@ufl.edu

The best way to reach me is via e-mail. I will do my best to respond in 24 hours.

In person and One-on-one Zoom meetings available too whenever you need them.

JUST SEND ME AN E-MAIL and I will set a meeting with you.

I'm here for you.

SYLLABUS

Portfolio II is about Big Ideas beyond traditional media or single executions. It's about campaigns that you need to have in your portfolios if you want to work in the big agencies.

During the semester, you'll create integrated, experiential, digital, retail and e-commerce marketing campaigns.

COURSE DESCRIPTION:

Portfolio 2 is a hands-on, experiential learning course.

You will be creating actual work and entering advertising student competitions.

Portfolio 2 is for people who never give up, is for doers and thinkers. It is not a traditional lecture course.

You'll think, and you'll create compelling work. You'll see great ads and be able to shine with yours too. You'll do presentations, and you'll create your own portfolio. You'll never work alone. And you will learn how to create great nontraditional advertising campaigns to complement your advertising portfolio.

Please keep in mind that this course will be about ideas, which is not like mathematics with a single answer. Therefore, you should be open to criticism, listen to different points of view, to be open-minded, rectify, insist if you think what you have is good, to convince people who think differently, and interact with your peers and instructor.

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SUMMARY OF COURSE DESCRIPTION:

Teams will work on 4 projects. Teams will create:

Integrated campaign

Experiential.

E-Commerce Activation.

Retail

Students will polish their ideas during the last 2 weeks. We'll have potential portfolio reviews at the end of the semester with relevant creative directors and creative faculty.

Summary structure of the course:

1st meeting: receive the brief. polish the creative brief.

2nd meeting: review first ideas/concepts

3rd meeting: see how campaign is evolving. Feedback.

4th meeting: final presentation.

Portfolio presentation and review will happen at the end of semester.

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COURSE OBJECTIVES.

- ◉ Learn about how to create big ideas beyond traditional media or single executions.
- ◉ Generate and develop work that is strategic, memorable and persuasive.
- ◉ Find & identify insights and learn how to work with them.
- ◉ Practice writing creative briefs and follow them when developing non-traditional campaigns.
- ◉ Create your own non-traditional portfolio pieces.
- ◉ Learn about how non-traditional media in advertising works and is most effective.
- ◉ Enhance your ability to generate ideas in one-on-ones.
- ◉ Develop non-traditional campaigns that carry a big idea.
- ◉ Develop criteria for what is good work in the non-traditional space.

Required textbook:

None. This is an experiential learning course that applies what you have learned in Copy & Viz & Portfolio I. Any course materials will be shared via Canvas

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CREATIVE RESOURCES.

You are encouraged to keep up with current trends in advertising. You are encouraged to see and watch as many good ads as possible.

You are encouraged to be curious and find inspiration out of advertising.

You have to visit the following free websites:

- Fubiz.net (Inspiration)
- Mashable.com (Inspiration)
- Adsoftheworld.com
- Oneshow.org (Winners)
- Dandad.org (Winners)
- Radiomercuryawards.com (Winners. Only Radio)
- Adlatina.com (Hispanic Advertising)
- WeRSM.com (Social Media)
- Love theworkmore.com (Cannes)
- Joelapompe.net
- London International Advertising Awards

I recommend subscribing to and buy:

Luerzer's Archive

SYLLABUS

EVALUATION INTRO

The grading system will be split between class participation and your own creative work in the form of multiple projects. I will also consider attitude, behavior, and effort.

Attitude: Face the project meeting the deadlines.

Behavior: Everything connected to respect, acceptance of criticism, and being in class as if you were in a corporate company.

Effort: Showing with the quality of the work that you pay attention to all details like for example not having typos, presenting better ideas project after project, improving the format of the presentation, and adding the learnings in the presentations.

So, if I see that you are not participating in class, distracted, not providing feedback to peers, or working on something other than class work, it will reflect poorly in your final grade.

Professionalism plays a role in your participation grade.

Class Participation means: Being engage with the class, having questions and answers when is required, giving feedback when it's required, defending your ideas, presenting your campaigns in front of all your classmates, judging other's work, and challenging the ideas presented by other teams.

Remember, treat this course and your time in the classroom like you would if you were in a job setting. Be professional.

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EVALUATION: CONCEPTS YOU WILL BE GRADED.

Grit: Are you developing many new and different ideas over several days and weeks to increase your chances of finding a truly creative idea?

Concept: Is your idea fresh? Extendible? Effective? Is your concept immediately clear and apparent without explanation? Do the ads clearly communicate a main message? Use an interesting tool or device to communicate. 3

Craft: Do the layout and copy work well together? Do the design and copy fit your target audience and the product? Are your visuals appropriate?

Campaign Coherence: Are all elements in the campaign strategically, conceptually, and visually in sync?

Originality: Can this idea be a Big Award Contender?

Presentation: Did you fully describe why certain decisions were made and why the campaign works? Were you able to communicate why your campaign was smart/successful?

Effective Writing: Your written communication is expected to be clear and concise.

I will grade you on your ideas as well as on grammar, syntax, spelling, and other writing mechanics. Be sure to proofread all papers and presentations carefully.

Professional Execution: You should execute and present your ideas as if you were pitching to a client or creative director. You can choose the tools (Photoshop, InDesign, PPT, Prezi, etc.), but the key is to develop professional work.

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GRADING:

Projects (4): 90%

In Class Activities and Peer Evaluation: 10%

After every final project presentation, students will challenge the ideas presented as if they were clients making two questions connected to the presentation. The answers need to be connected to the questions in a professional way using the right vocabulary like insight, market share, lay out etc

Peer evaluation: During the semester every student will evaluate their peers in terms of doing the work or not doing it. Total: 50 point at the end of the semester. There's no happy medium. Your partner delivers or doesn't deliver.

940-1000:A

900-939:A-

870-899:B+

830-869:B

800-829:B-

770-799:C+

730-769:C

700-729:C-

670-699:D+

630-669:D

600-629:D-

000-599:E

EACH PROJECT IS 225 POINTS

SYLLABUS.

PROJECTS:

Integrated campaign.

Experiential.

E-Commerce Activation

Retail.

940-1000:A

900-939:A-

870-899:B+

830-869:B

800-829:B-

770-799:C+

730-769:C

700-729:C-

670-699:D+

630-669:D

600-629:D-

000-599:E

EACH PROJECT IS 225 POINTS.

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ATTENDANCE & ABSENCES:

You have TWO PERSONAL days during the semester.

If you take a personal day, the work that was due is still due (so no extension for taking a day off).

I will reduce your final grade 5% for each unexcused absence beyond your personal days.

If you are sick, please notify me prior to class via email and I will excuse your absence if you bring in a medical excuse.

Additional information is available at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

These regulations include excusing students for religious holidays, deaths in the family, jury duty, and extreme illness.

You must email me before class to let me know that you won't be there if your absence qualifies as an excused absence.

You will also have to produce documentation to support the absence.

If you leave class before it ends without my OK, you may be counted as unexcused.

If you missed class and it was an excused absence,

it is your responsibility to ask for any missed work in the following class period

and not right before the exam. Unfortunately, I cannot review material that has already been covered in class.

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LATE POLICY:

I know we all are late from time to time, but your boss (that's me) and your partners expect you to be on time for your job (this class). If you come to class multiple times late, I reserve the right to count this as an absence.

INCLUSIVITY STATEMENT

We understand that our members represent a rich variety of backgrounds and perspectives.

The College of Journalism and Communications and the Department of Advertising is dedicated to providing an atmosphere for learning that respects diversity.

While working together to build this community, I ask all of you as members to:

- Share your unique experiences, values and beliefs.
- Be open to the view of others.
- Honor the uniqueness of your colleagues.
- Appreciate the opportunity that we have to learn from each other in this community. • Value each other's opinions and communicate in a respectful manner.
- Keep confidential discussions that the community has of a personal (or professional) nature.

UNIVERSITY POLICY ON ACCOMMODATING STUDENTS WITH DISABILITIES

Students requesting accommodation for disabilities must first register with the Dean of Students Office (<http://www.dso.ufl.edu/drc/>).

The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams.

Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

SYLLABUS

UNIVERSITY POLICY ON ACADEMIC MISCONDUCT:

Academic honesty and integrity are fundamental values of the University community.

Students should be sure that they understand the UF Student Honor Code at <https://sccr.dso.ufl.edu/process/studenthonor-code/>.

The Honor Pledge:

We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity by abiding by the Honor Code.

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.”

To read the entire honor code, please visit <https://sccr.dso.ufl.edu/policies/student-honor-codestudent-conduct-code/>.

Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel.

Feel free to consult me if you have any questions or concerns.

SYLLABUS

CAMPUS HELPING RESOURCES:

Students experiencing crises or personal problems that interfere with their general wellbeing are encouraged to utilize the university's counseling resources. The Counseling & Wellness Center provides confidential counseling services at no cost for currently enrolled students. Resources are available on campus

for students having personal problems or lacking clear career or academic goals, which interfere with their academic performance.

- University Counseling & Wellness Center, 3190 Radio Road, 352-392-1575, www.counseling.ufl.edu/cwc • U Matter We Care, www.umatter.ufl.edu
- Career Resource Center, First Floor JWRU, 392-1601, www.crc.ufl.edu

SUPPLEMENTARY INFORMATION

Supplementary information, announcements, reminders, sample test questions, and critical thinking exercises will be posted on e-Learning in Canvas or the class listserv sent via email to you. Please check both regularly.

Lecture material and information are the property of the University of Florida

and the course instructor and may not be used for any commercial purpose. Students found in violation may be subject to disciplinary action under the University's Student Conduct Code. Only students formally registered for the course are permitted to attend lectures.

SOFTWARE USE

All faculty, staff and students of the university are required and expected to obey the laws and legal agreements governing software use.

Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator.

Because such violations are also against university policies and rules, disciplinary action will be taken as appropriate.

Access to Adobe Creative Suite is \$77 for the semester or \$144 for the year. See <https://software.ufl.edu/adobe-offering/> for more information.