

MARIANO GERMÁN-COLEY. JULY 2 2024

WELCOME TO **ADLIFE**

COPY AND VISUALIZATION CLASS. SUMMER 2024



WHO AM I ?



NOW IT'S YOUR TURN

ANSWER PLS



BOOOOOOOORING

NOW LET'S HAVE FUN.

YES, YOU CAN.

SEE YOU IN A FEW.

SOME FRIENDS WANT TO TELL

YOU SOMETHING.

A man with dark hair and a mustache, wearing a dark green t-shirt, is sitting in a home office. He is looking directly at the camera. Behind him is a desk with a white chair, a red cabinet, and a world map on the wall. A window with blinds is visible on the left side of the frame.

PEDRO PEREZ. CCO ENERGY BBDO CHICAGO



MARINO PEÑA. CD PAGES/BBDO SANTO DOMINGO



FABIANO MARQUÉS. CD SAATCHI&SAATCHI DÜSSELDORF



SANTI CUESTA. ECD TBWA DUBAI

SYLLABUS

SUMMER 2024

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ADV 4101. COPYWRITING & VISUALIZATION. SUMMER 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.

One-on-one Zoom meetings available too if needed.

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COURSE DESCRIPTION:

This course is about creating, going out of the comfort zone, trying something different each day, overcoming oneself and having fun.

Copy & Visualization is for doers and thinkers and yes, will have some theory as well.

You'll explore the basics of advertising, you'll learn the ad lingo, how an ad agency works, how to create a strategy, organize a brief, write a great copy, design better, create a piece from scratch, develop presentation skills and build a campaign based on big ideas. In essence to be better day after day.

You'll think and you'll create compelling work. You'll see lots of great ads and you'll be able to shine with yours too. You'll do presentations and you'll create at least one piece for key online and offline media.

You'll work in teams and from time to time alone. You'll develop skills that you'll be able to use in other professions.

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

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COURSE OBJECTIVES:

- Generate and develop work that is strategic, memorable and persuasive.
- Recognize well executed advertising and understand why is great.
- Practice writing creative briefs and following them when develop campaigns.
- Learn about latest trends in advertising.
- Enhance your ability to generate ideas in teams and by your own.
- Develop emotional intelligence.
- Develop campaigns that carry a big idea across several media including traditional, non-traditional and online media.
- Judge creative work and accept critical appraisal your own.
- Develop your copy, design and presentation skills.
- Learn how to feel comfortable out of your comfort zone.
- Learn how an agency works and how to deal with clients.
- Be ready to face the real advertising world.

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PROJECTS:

- **Tv Ad**
- **Radio Ad**
- **Social Media Ad**
- **Integrated Campaign**
- **The focus in this course is on effortful and persistent idea generation, creative problem solving, creative thinking** and polished execution and presentation of the advertising campaigns. All the projects will be mentioned in class and posted in Canvas.

IN-CLASS ACTIVITIES:

In-class activities are very important, especially in an applied class such as this.

That's where you start to practice and use the skills we read about and learn about in class.

You must be in class to receive credit for these activities.

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EVALUATION:

The grading system will split between assignments, class participation, and especially your own creative work in the form of multiple projects.

I will also take into account attitude, behavior and effort.

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.

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

GRADING:

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GRADING:

Projects (3+Final): 60%

Written test (1): 15%

In Class & Random Activities/
Participation/: 25%

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 125 POINTS. FINAL PROJECT 225
DURING THE SEMESTER I WILL GIVE EXTRA POINTS
ON RANDOM ACTIVITIES AND/OR ASSIGNMENTS**

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CONCEPTS ON WHICH YOU'LL 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?

- **Craft:** Do the layout and copy work well together?

Does 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:** 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.

- **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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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 should periodically visit the following **free websites**:

lovetheworkmore.com

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)

Joelapompe.net

I recommend to **subscribe to and buy**:

Luerzer's Archive (They have student rate. Good for Print, Tv and Online)

How to write an Inspired Creative Brief. Howard Ibach

Basics Advertising 01. Copywriting. Rob Bowdery

Basics Advertising 02. Art Direction. Nick Mahon.

Basics Advertising 03. Ideation. Nick Mahon.

Advertising Basics: A resource Guide for Beginners. J.V Vilanilam. A.K. Varghese.

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THINK YOU ARE NOT CREATIVE????:

Can you lie? Yes? Then you are creative.

Jokes apart, everybody is creative. It's in human nature.

You only need to train that part of your brain. In this course you'll do it.

Be open minded, be a team player, be collaborative, be curious, be positive and you WILL pass the course for sure.

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ATTENDANCE & ABSENCES:

You have ONE PERSONAL day 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.

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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.

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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.